

## SAMPLE

**Part 1: Give a presentation of five minutes on one of the topics below.**

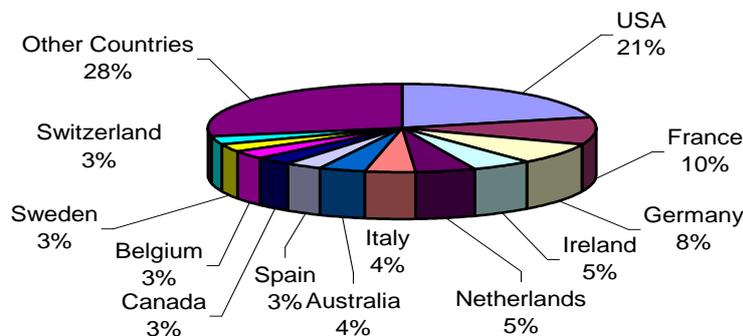
- A) Tourism and the EU
- B) Cuisines in the English Speaking Countries

**Part 2: Interpret and explain the following graph(s).**

### Key facts of tourism for London

Origin of tourists 2005

Overseas Residents  
% of Visits



### Major Attractions Charging Admission 2006

Attraction	Location	Visits 2005	Visits 2006
<b>British Airways London Eye</b>	London	3,300,000*	3,850,000*
<b>Tower of London</b>	London	2,303,167	2,019,210
<b>Natural History Museum</b>	London	1,576,048	1,696,176
<b>Victoria &amp; Albert Museum</b>	London	1,344,113	1,446,344
<b>Science Museum</b>	London	1,337,432	1,352,649
<b>Kew Gardens</b>	Richmond	860,34	989,352
<b>Westminster Abbey</b>	London	1,241,876	986,354
<b>Royal Academy of Arts</b>	London	760,800*	910,276
<b>London Zoo</b>	London	930	906,923
<b>St Paul's Cathedral</b>	London	937,025	837,894

**Note:** \* Estimate. These results are based on attractions responding to the survey and agreeing to the publication of figures.

*(A kérdések csak a vizsgáztató példányán szerepelnek.)*

- What do the percentages about overseas visits reveal about London as a tourist destination?
- What explanation can be offered for the low numbers in the case of several countries?
- How did the popularity of certain attractions change from 2005 to 2006?
- What link can be established between types of attractions and travel motivations?
- How do you account for the
  - a) increasing popularity of certain attractions?
  - b) decreasing popularity of others?

### **Part 3: Negotiate the following situation. Your partner is the examiner.**

#### **Candidate**

---

You are Gabriella/Gergely Tóth the representative of the Hungarian carrier for inbound tours BusLoad. Susan/Simon Jordan the representative of the European tour operator Sun Tours has come to see you in your office to negotiate terms for the usual high season period between 30 July – 20 August.

- Listen carefully to your partner's inquiry.
- Transfer: 2hrs from the airport to the hotel and 2hrs from hotel to the airport. Much depends on the time of day. Ask about the time of departure and arrival. If they are in the rush hours, you should quote a longer time span.
- Payment is on a per hour basis. Considering metropolitan circumstances, insist on flexible time.
- Sightseeing tours take 6 hours – one hour for pick- up, one hour for drop-off, four hours: the tour itself. You cannot fit in the tour on a fixed day of the one week. Buses are available but the day must be fixed upon arrival (one reason e.g.: no shows→smaller bus needed).
- Buses work at full capacity: 25 passengers get a 25 seat bus. The next capacity is: 35 seats. More expensive.
- Onboard facilities. Washroom and soft drinks.
- Cost: insist on the 6 hour option. Calculation sent by fax/email.

Examiner starts.

#### **Examiner**

*(A vizsgáztatói szituáció leírása csak a vizsgáztató példányán szerepel.)*

---

You are Susan/Simon Jordan the representative of the European tour operator Sun Tours. You have come to Hungary to negotiate terms for the usual high season period with Gabriella/Gergely Tóth, the representative of the Hungarian carrier for inbound tours, BusLoad. You are in her/his office.

- You would like transfers for three groups altogether between the period of 30 July – 20 August on arrival from the airport to the Hotel Corinthia Royal and then from the hotel to the airport. The groups are liner groups of 25 people arriving on Tuesdays.
- Ask about the length of transfers. Be ready to answer your partner's questions. (E.g.time of arrival etc.)
- Inquire about payment terms.
- Discuss details of a sightseeing tour for your guests (elderly people).You only want a three hour sightseeing tour, on Thursdays.You are not too flexible but try to understand circumstances.
- Ask about the capacity of buses. Some of your difficult guests do not want strangers sitting next to them.
- Consider a bus of larger capacity, say you come back to this issue later.
- Inquire about onboard facilities. Accept.
- Cost of the sightseeing tour. Accept.

You start.

### **Part 4: Translate the following text into Hungarian.**

#### **The role of customer satisfaction**

Hospitality and tourism have evolved into truly global industries in which both consumers and producers are dispersed worldwide. Due to changes in lifestyle (including changes in work patterns, travel needs, eating habits, and the development of a cosmopolitan community), the services offered by hospitality businesses are now considered to be necessities, rather than luxuries. Consequently, during the past decade, there has been an exponential growth in hospitality businesses to meet the demands of the growing market. This has provided consumers with a great variety of choices while simultaneously augmenting competition in the marketplace. Moreover, it has become increasingly difficult for firms to assume that there exists an unlimited customer base prepared to maintain patronage. Hence, in the scheme of business, it has become apparent that the ultimate goal of any organization in a hyper-competitive market, is to maintain a loyal customer base.