

Az Országos Képzési Jegyzékről és az Országos Képzési Jegyzékbe történő felvétel és törlés eljárási rendjéről szóló 133/2010. (IV. 22.) Korm. rendelet alapján.

Szakképesítés, szakképesítés-elágazás, rész-szakképesítés, szakképesítés-ráépülés azonosító száma és megnevezése, valamint a kapcsolódó szakképesítés megnevezése:

55 345 01 0010 55 01	Európai Uniósi üzleti szakügyintéző	Kereskedelmi menedzser
55 345 01 0010 55 02	Kereskedelmi szakmenedzser	Kereskedelmi menedzser
55 345 01 0010 55 03	Kis- és középvállalkozási menedzser	Kereskedelmi menedzser
55 345 01 0010 55 04	Külgazdasági üzletkötő	Kereskedelmi menedzser
55 345 01 0010 55 05	Nemzetközi szállítmányozási és logisztikai szakügyintéző	Kereskedelmi menedzser
55 345 01 0010 55 06	Reklámszervező szakmenedzser	Kereskedelmi menedzser
55 345 01 0010 55 07	Üzleti szakmenedzser	Kereskedelmi menedzser
55 812 01 0010 55 01	Idegenforgalmi szakmenedzser	Vendéglátó és idegenforgalmi szakmenedzser
55 812 01 0010 55 02	Vendéglátó szakmenedzser	Vendéglátó és idegenforgalmi szakmenedzser

## Értékelés

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**Összesen: 20 pont**

100% = 20 pont

**A VIZSGAFELADAT MEGOLDÁSÁRA JAVASOLT %-OS EREDMÉNY:**

**EBBEN A VIZSGARÉSZBEN A VIZSGAFELADAT ARÁNYA 20%.**

**I. Read the following advertisements for three conference venues. Decide which one you would book if ... Put an X in the appropriate box in the table. Write your answers (A, B, C) on the Answer sheet below too. The first question is done for you.**

**A) eOffice London**

eOffice London offers you a choice of modern meeting rooms, rooms that are kitted out with the latest technology and beautifully designed furniture. The inviting central London location (W1) is just a 5 minute walk from Oxford Circus tube station, and close to numerous other major transport links.

The London location has several meeting rooms that you can choose from. This includes a smaller space that caters for one-to-one meetings all the way up to larger full-sized boardrooms. All our London meeting rooms have LCD TV's and free WiFi broadband. What's more, Video conferencing and quality catering can be arranged on request.

**B) Sofitel London St James**

Sofitel London St James offers five-star accommodation in the heart of London's West End. This landmark hotel combines traditional British design with contemporary style. It is an entirely smoke-free hotel with an award-winning spa.

Seven stylish London meeting rooms - each with a private entrance - can accommodate up to 180 guests. Our London conference rooms offer state-of-the-art technology, including plasma screens and LCD projectors. Opt for our self-contained boardroom, with an exclusive reception area and private dining room - ideal for the most discreet gathering. A dedicated planning team and a ground-floor business centre are also on hand at this five-star London meeting hotel - 24 hours a day.

**C) Novotel London Greenwich**

The 4 star Novotel London Greenwich hotel is located in Greenwich (8.2 km from the City of London.) This London hotel puts you close to the National Maritime Museum and Royal Observatory. Try the contemporary international menu of the Elements Restaurant, or the relaxing atmosphere of the bar. You can maintain your exercise regime in the fitness centre or relax in the steam room. 6 meeting rooms can host up to 92 people and limited car parking is available on a first come first served basis.

All of our meeting rooms have natural light, are fully air-conditioned and are equipped with WiFi Internet access.

**Task 1****Which conference venue would you hire if ...**

	<b>A) eOffice London</b>	<b>B) Sofitel Lon- don St James</b>	<b>C) Novotel London Greenwich</b>
<i>0. The conference lasts only one day from 10 am to 3 pm?</i>	x		
1. Your company wants the conference to be out of the city centre?			
2. Your boss wishes to have a confidential meeting with possible investors?			
3. Your company's policy is no smoking at business events?			
4. You want the venue to be convenient for all kinds of public transport?			
5. A key negotiating partner will not be able to come to the conference in person?			

**II. Read the text and do Task 2 and Task 3 below.****Olympics: Travel agencies cash in on London Games**

SHANGHAI: As athletes make their final preparations and jet off to London for the Olympic Games which open on Friday, Chinese travellers are doing the same, and travel agencies are cashing in by offering various experiences.

However, they don't come cheap. Travel agencies are designing new experiences for Chinese travellers to soak up their passion of the Olympics. A seven-day tour around London, which includes tickets to three event finals, is priced at over US\$11,000.

Tang Qing, product manager, Caissa Touristic, said: "The products cater to the preferences of the Chinese customers and include competitions which the China team has better odds of winning. For instance, badminton, table tennis and diving are some of the traditional strengths of China. In addition, we will also recommend that customers watch competitions that are more aesthetic, such as rhythmic gymnastics and synchronized swimming."

Despite the high price, demand is strong. Boosted by the Olympic fever, revenue for London travel at this agency has increased seven times, compared to a year ago.

For something even more upmarket, the travel company has come up with a premium tour, so travellers can live, dine and socialise like British royalty. The week-long tour package costs US\$25,000 and includes dinner at an exclusive club, private shopping, or lunch at London's Louis Vuitton flagship store with a fashion show featuring its latest collection thrown in.

From air tickets to hotel accommodation to car rental, prices for London travel have at least doubled during this period. Most hotels are fully booked. Because of the high price and limited capacity, many Chinese travel agencies are turning to post-Olympics business opportunities. (*Adapted from www.channelnewsasia.com 26 July 2012*)

**Task 2**

**Decide whether the following statements are true (*T*) or false (*F*) according to the text. Write the letter *T* or *F* in the boxes provided and write your answers (*T* or *F*) on the Answer sheet below.**

6. Every Chinese travel agency is going to make big profits from the London Olympic Games.
7. Customers must be well off to be able to visit the Games.
8. All the tourism industry sectors in London have become more expensive.
9. There is little interest in what Chinese travel agencies have to offer.
10. The priciest package contains participation in social events as well.


**Task 3**

**Find the best answers A), B) or C) according to the text. Write the letter A), B) or C) in the boxes provided and write your answers on the Answer sheet below.**

- 11.
- A) There are no vacancies in any London hotels.
- B) A limited number of rooms is still available.
- C) There are too many hotels in London.


- 12.
- A) The travel agencies sell tickets to sports events where Chinese athletes have a good chance of winning
- B) The travel agencies sell tickets to all the sports events.
- C) The travel agencies sell tickets to sports events at which Chinese athletes participate.


- 13.
- A) Visitors can rent a car for nearly twice as much as it would normally cost.
- B) Visitors can rent a car for twice as much as it would normally cost.
- C) Visitors can rent a car for a minimum of twice as much as it would normally cost.


14.

- A) Caissa Touristic has sold its packages to London to seven times more visitors than last summer.
- B) Caissa Touristic has made seven times more money than last summer through its London travels.
- C) Caissa Touristic has increased its prices by seven times since last summer.


15.

- A) Many Chinese travel agencies do not specialise in sports tourism.
- B) Many Chinese travel agencies are selling packages for the period after the Games.
- C) Many Chinese travel agencies are offering business trips for the period after the Olympics.


#### Task 4

#### III. Translate this text into Hungarian.

Being able to move and work freely across all the EU states is a fundamental right for EU citizens from all 27 countries. But although in theory the lights are green for go, the reality doesn't always match up. And EU citizens sometimes don't understand their rights in their host countries. The Netherlands opened its doors to workers from central and eastern European member states in 2007, three years after the enlargement of the EU. For example, at one paprika farm, almost all the workers are Polish.

<http://www.euronews.com/2012/03/19/invisible-barriers-across-europe>