

KITEX Idegenforgalmi Szaknyelvi Vizsga

TASK BOOKLET

READING

Welcome to the Reading Test of the KITEX Language Examination.

- The test consists of three tasks.
- Each task begins with the instructions.
- During the test you can take notes in this Task Booklet.
- Write your **final answers** on the **Answer Sheet** in **blue ink**.
- **Only answers on the Answer Sheet will be accepted.**
- **Corrected answers will not be accepted.**
- You may not use a dictionary.
- The whole Reading Test is 70 minutes long.
- The total score is 42 points (100%).

Good luck!

Task 1

- In this task some words are missing from the text.
- Choose the most appropriate word from the list (A-S) for each gap (1-14) in the text.
- Each word can be used only once.
- Write the letter of the appropriate word in the answer box on the separate Answer Sheet.
- There are two extra words, excluding the example, which you do not need.
- There is one *example (0)* at the beginning.

You are going to read an article about the conference tourism in Nottinghamshire, a county in the East Midlands in England.

ESSENCE OF ENGLAND

No-one in Nottinghamshire is quite sure whether the area is more famous for Robin Hood or Brian Clough these days. But whoever it is, the county has a profile that justifies its **(0)** ___ to be the regional capital of the East Midlands.

Its conference industry is well supported too, since last year's creation of a new-look tourism body, Experience Nottinghamshire. The **(1)** ___ merged Profile Nottingham, which had marketed the city in the UK and overseas, with Conference Nottingham, the city's dedicated conference team, and extended its combined brief to the county as a whole.

"We have created a brand around Nottinghamshire, and within that we have got our own **(2)** ___ for conferences," says Experience Nottinghamshire venue-location manager Kellie Warwick. "Before, we were different organisations that overlapped in certain **(3)** ___. Now we are far more structured, giving people one point of **(4)** ___."

The entire proposition is not short on ambition. Launching the new entity at the county's Southwell Racecourse, chief executive Dr John Heeley announced that the combined 2005 **(5)** ___ of £657,000 was set to swell to £2.4m by 2007/8. Among the key **(6)** ___ was a £700,000 destination management system, now launched, with sub-sites aimed specifically at driving C&I visits.

The push appears to be paying off. Next year, the city will host the 2008 meeting of the British Association of Sexual Health and HIV. With more than 600 delegates, the **(7)** ___ is worth an estimated £150,000.

More than £200m has been invested in developing conference centres and new hotels, such as the Park Plaza and the soon-to-open Jury Inn and Nottingham Belfry. But, as with much of the Midlands, it is fair to say that the city has an **(8)** ___ to contend with. "It hasn't got a big 'wow' factor," says Tina Morris, managing director of Euro RSCG Skybridge. "Other provincial **(9)** ___ have got a vibrancy and a certain cachet – Nottingham hasn't."

Nonetheless, Nottinghamshire is already the leading conference **(10)** ___ in the East Midlands, generating more than 850,000 **(11)** ___ and more than £100m of expenditure through business tourism. The East Midlands Conference Centre (EMCC), situated in the expansive Nottingham University campus, already hosts around 300 **(12)** ___ a year in its seven meeting rooms, and a £1,6m theatre and kitchen **(13)** ___ is scheduled for 2008.

The largest conference hotel in the city is the Royal Moat House, which offers 17 **(14)** ___, including one that seats 400. In the centre of town, the Park Plaza can seat up to 175 theatre-style in the largest of its 17 meeting rooms. The four-star Hilton Nottingham, the three-star Rutland Square Hotel and the out-of-town, four-star Nottingham Gateway also boast extensive conference facilities.

ESSENCE OF ENGLAND

A areas

B bed nights

C cities

D *claim*

E contact

F destination

G event

H events

I experience

K image problem

L investments

M meeting rooms

N organisation

O refurbishment

P sub-brand

R tourism budget

S travel

Use the separate Answer Sheet!

Score: 14 points

Task 2

- In this task some parts of the text are missing.
 - Choose the most appropriate part from the list (A-I) for each gap (1-7) in the text.
 - Write the letter of the appropriate part in the answer box on the separate Answer Sheet.
 - There is one extra part, excluding the example, which you do not need.
 - There is one *example (0)* at the beginning.
-

You are going to read part of an article about mountain tourism.

TAMING THE TOURISTS

Mountains, once visited only by a few climbers and pilgrims, have not escaped the tourist crowds. Mountain tourism accounts for 15 to 20 per cent of the world's largest industry; **(0)** _____. Today tourism forms the basis of the economy of many mountain regions, with uncertain consequences, as Martin Price reports.

The era of mass tourism in the mountains of industrialized countries began soon after World War II, **(1)** _____. There were new perceptions of mountain environments as places to enjoy, and vast improvements in transport systems.

Today, in the era of cheap, global air travel, almost no mountain region is out of reach. Even the remote mountains of Asia are becoming easily accessible by helicopter. 'Adventure tourists' and 'ecotourists' are willing to pay well to visit new destinations, **(2)** _____.

Double-edged sword

For many years, tourism has been the largest source of foreign exchange in Nepal and Bhutan. Although tourism is restricted to only a few valleys in these countries, **(3)** _____. Yet mountain people rarely receive a substantial proportion of the money spent by the tourists: most of it stays in capital cities or the countries where the tourists originated.

Tourism can help to stem depopulation and increase incomes by bringing new sources of revenue, but it also tends to destabilize societies and environments. This is especially true **(4)** _____.

Tourism places great demands on local people and their environments, for labour, food, water, and fuel. If Nepalese farmers can earn more in a few weeks as guides or porters than they can in a year from their fields, it is not surprising that many leave most of the farming to their wives. In parts of Nepal, this has led to a decline in farm output and a change in the local diet, **(5)** _____. The result is that many people have turned to outside supplies of rice and other foods. Yet, as in Ladakh, the story can be the other way round: the arrival of the road and the tourists led to vegetable growing and the diversification of local diets.

Some of the physical impacts of tourism are well-known. Much attention has focused on erosion in ski areas and along trails, **(6)** _____. In the Alps and Rocky Mountains, water is scarce in winter, and possibilities for treating wastewater and sewage are often the factor limiting the development of ski areas most.

Along the valleys of Himalayan rivers, where large numbers of people move from camp to camp, **(7)** _____. Hot showers, advertised as an attraction for tourists, use much water and fuel. This is usually wood, which is also the main fuel for cooking, typically on inefficient stoves or fireplaces. This further contributes to pressure on slow-growing mountain trees and, often, to deforestation along the narrow tourist corridors.

TAMING THE TOURISTS

- A** but perhaps more important are deforestation and impacts on vital water supplies
- B** *annual turnover is US\$70-90 billion and growing at over 4 per cent a year*
- C** and it can be easily repaired and maintained by local people
- D** and their money is very welcome to poor governments and communities
- E** when the main tourist season is also the prime agricultural or herding season
- F** because there is insufficient labour to maintain terraces and irrigation systems and tend to crops
- G** the result of many factors, including increases in urban populations, income, vacation time, and mobility
- H** health problems often emerge from inadequate sanitary facilities
- I** it has become a major force in their economies, and those of many other developing countries

Use the separate Answer Sheet!

Score: 14 points

Task 3

- In this task there are statements about the text.
 - Choose the best option (A, B, C, or D) for each statement (1-7).
 - There is only one correct answer.
 - Mark your answers with an X in the answer box on the separate Answer Sheet.
 - There is one *example (0)* at the beginning.
-

You are going to read an article about British Airways.

ANOTHER BLOW TO IMAGE OF 'WORLD'S FAVOURITE AIRLINE'

British Airways was facing a battle to restore its reputation among passengers yesterday after the price-fixing affair cast a shadow over its good name.

Yesterday's punishment amounted to 3% of BA's £8.5bn annual turnover, but the business that once advertised itself as 'the world's favourite airline' has to overcome the bigger threat of being labelled an enemy of consumers, analysts said.

'A lot will depend on how BA communicates to passengers from this point onwards. It's important that they have held their hands up,' said John Strickland, an airline consultant. 'BA has to be absolutely clear that any changes to fuel surcharges in the future have happened as a reaction to events in the market, as opposed to a discussion with competitors.'

The regulatory putdowns come as BA and Virgin Atlantic face unprecedented competition on their lucrative transatlantic routes.

Passengers who want to register their anger against BA and Virgin by flying with an alternative carrier will have greater choice from April next year when the US to UK airline market is fully liberalised. Economy class fares between the countries are expected to fall by about 10%, while the London Heathrow to New York JFK route will be opened up to all-comers after it was previously restricted to four airlines including BA and Virgin Atlantic.

The Office of Fair Trading and Department of Justice fines come 12 months after BA entered one of the most difficult phases in its history. Its troubles began on August 10 last year when the disruption of an alleged plot to blow up airliners flying out of Heathrow airport with liquid bombs sparked a security clampdown.

The airline's main base, Heathrow, nearly ground to a halt as security staff struggled to cope with a ban on all hand luggage and increased body searches, forcing BA to cancel 1,280 flights and costing it £40m in lost revenues.

Another wave of cancellations came in December when blanket fog grounded flights at Heathrow, while an industrial relations dispute with cabin crew led to further disruption earlier this year.

BA's baggage operations, placed under strain by the security restrictions, continue to struggle. It emerged this summer that a backlog of 20,000 missing bags had built up due to flight delays caused by poor weather, stoked by speculation of deteriorating industrial relations with baggage handlers.

The friction between BA staff and executives, a perennial issue with the airline, provoked an extraordinary spat between union leaders and the airline's senior management.

Brendan Gold, the Transport and General Workers' Union's national secretary for aviation, said last month that the airline's management had mishandled the situation 'to the point of incompetence'. He said: 'Our people are doing huge amounts of overtime and people are being drafted in from other parts of the business to help move baggage, but that's not a sustainable position.'

Willie Walsh, BA's chief executive, said the comments did not 'help our staff or our customers in any way'. Analysts say Mr Walsh faces a series of challenges in its operations,

as well as to its reputation, over the next six months. The airline is due to move into a new base at Heathrow Terminal 5 next March, while moving some of its operations into Terminal 3. Both are crucial to alleviating congestion at Britain's largest airport and are crucial for BA's target of reaching a 10% profit margin in the current financial year.

Analysts warn that failure to move into Terminal 5 on time or reach the 10% margin target will be viewed as catastrophic by shareholders and could leave the airline open to a takeover bid.

ANOTHER BLOW TO IMAGE OF 'WORLD'S FAVOURITE AIRLINE'

- 0 According to the article British Airways ____
- A is the world's favourite airline.
 - B does not change prices.
 - C has to work hard to regain its former image.
 - D has to fight with passengers.
- 1 According to experts BA's ____
- A annual turnover rose by 3%.
 - B still 'the world's favourite airline'.
 - C advertising campaign has been successful.
 - D reaction when they were accused was the proper one.
- 2 In the future, ____
- A BA's fuel surcharges should not change.
 - B passengers can register complaints in a different way.
 - C four more airlines can operate between London and New York.
 - D BA will need to justify raising prices with market movements.
- 3 Last August ____
- A there was a bomb explosion at Heathrow Airport.
 - B Heathrow Airport was close to stopping its operation.
 - C the higher security level at Heathrow Airport required £40m of investment.
 - D BA was fined by the Office of Fair Trading and Department of Justice.
- 4 Last year British Airways experienced difficulties ____
- A with ground crew.
 - B with industry officials.
 - C with cabin blankets on board.
 - D when airplanes could not take off.
- 5 BA's baggage operations are NOT affected by ____
- A weather conditions.
 - B security rules.
 - C conflicts between BA executives.
 - D baggage handlers' dissatisfaction.

- 6 Brendan Gold said ____
- A BA couldn't manage the problems of baggage handling properly.
 - B employees should be transferred from other positions to handle baggage.
 - C working extra hours could be a sustainable solution to the baggage problem.
 - D more staff should be recruited for baggage handling.
- 7 Over the next 6 months BA is going to ____
- A reduce congestion at Heathrow by moving into a new base.
 - B increase its profit margin by 10%.
 - C take customers' comments more seriously.
 - D take part in a takeover bid.

Use the separate Answer Sheet!

Score: 14 points

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ANSWER SHEET

READING

Answer box 1: Essence of England

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14
D														

Score:

	14
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Answer box 2: Taming the tourists

0	1	2	3	4	5	6	7
B							

Score:

	14
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Answer box 3: Another blow to image of 'world's favourite airline'

	0	1	2	3	4	5	6	7
A								
B								
C	X							
D								

Score:

	14
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KITEX Idegenforgalmi Szaknyelvi Vizsga
KEY
READING
Answer box 1: Essence of England

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14
D	N	P	A	E	R	L	G	K	C	F	B	H	O	M

Score: 14 points

441 words

Answer box 2: Taming the tourists

0	1	2	3	4	5	6	7
B	G	D	I	E	F	A	H

Score: 14 points

550 words

Answer box 3: Another blow to image of 'world's favourite airline'

	0	1	2	3	4	5	6	7
A							X	X
B				X				
C	X					X		
D		X	X		X			

Score: 14 points

599 words

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TASK SHEET

WRITING

Welcome to the Writing Test of the KITEX Language Examination.

- The test consists of two tasks: a business letter and a composition.
- Each task includes the instructions.
- You can take notes on the Task Sheet titled 'NOTES'.
- Write your **final version** on the **Answer Sheet** in **blue ink**.
- **Only answers on the Answer Sheet will be accepted.**
- Your corrections must be clear.
- You may use a printed dictionary.
- The whole Writing Test is 110 minutes long.
- The total score is 40 points (100%).

Good luck!

Task 1 A BUSINESS LETTER

You have been working in your present position for the Budapest Hilton Hotel for a couple of years now. You would like to be transferred to another hotel in another country. You are writing to the HR Manager, Ms Ann Brown, working at the London headquarters (address: 33 Holborn, London, EC1N 2HT).

- Write a letter in 250-300 words.
- Include the following points:
 - your duties in your present position
 - your reasons for asking for a transfer
 - your ideas about your would-be position
 - why the company should support your request
 - inquiry about details of formal application
- Use the English layout of formal letters.

Your name is Andrea/András Fehér.

The address of your company is 1011 Budapest, Vár utca 6.

Use the separate Answer Sheet!

Score: 20 points

Task 2 A COMPOSITION

You work for a wellness hotel in the country in Hungary. You have been asked by the CMO to prepare a market plan for the low season.

- Write a proposal for your boss in 250-300 words.
- Include the following points:
 - sales targets for the coming low season
 - targeted segments
 - promotion
 - sales channels
 - competitive pricing policy

Use the separate Answer Sheet!

Score: 20 points