

**ÉRETTSÉGI VIZSGA • 2010.**

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GYAKORLATI  
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**NEMZETI ERŐFORRÁS  
MINISZTERIUM**

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### ***General criteria of assessment***

A written project assignment is a possible option to complete the requirements of the Travel and Tourism practical examination. The examination consists of two parts: producing a written assignment of a project and defending it at the oral examination. In case of both the written and the oral components of the examination, the assessment criteria refer to content and form. These are treated separately in the Guidelines as the two result in separate scores for the two components of the examination.

The assessment of content in the written part is based on the knowledge and competence criteria stemming from the goals of the subject - these are detailed in the description of the examination criteria for the subject. Thus the assessment of all project content areas is done following the same criteria but with different content elements. The chart below contains the assessment criteria regarding the project assignment topics and the maximum scores to be given for each criterion. The assessment criteria are the same for all assignment topics, but the maximum scores to be given are not identical. This is due to the different content of topics.

Content relevance is a prerequisite for the examination. The content of the project assignment is inadequate if it does not comply with or significantly differs from the list of topics issued centrally by OH. The formal assessment aspects refer to the competence of collecting information autonomously and presenting it.

The formal aspects do not represent an examination element in themselves and therefore even in case of a formally inadequate project assignment (e.g. 0 points) the candidate may pass the examination. Formal adequacy is not a prerequisite for the examination.

The candidate may see the assessment of the project assignment and the points given upon request. In this case it is the consultant and, later on, the examining teacher who states the strengths of their work to candidates and calls attention to the weaknesses or details that need clarification. These may also serve as questions for the oral defence.

The oral defence of the written project assignment forms a part of the practical examination. During the defence, the examining teacher may ask questions and/or ask for elaboration concerning certain parts of the written assignment. The aim of the defence is not for the candidate to provide an overview of the project, nor for the teacher to explain his/her assessment (the candidate has the opportunity to look into this before the examination). The examining questions may refer to elements of the written assignment which need further elaboration or clarification, further details, and the opinion or the answers of the candidate.

The examination results (points) of candidates must be recorded on the photocopyable mark sheet at the end of these Guidelines.

The chart on page 11 serves as a means to summarize the practical examination results of the Travel and Tourism candidates. However, it is not obligatory to use this chart.

*Content requirements and assessment criteria for the project assignment*

Project title	Assessment criteria	Maximum points for the written examination	Maximum points for the oral examination (defence)
1. Organize a five-day inbound programme for winemakers arriving from Germany visiting at least two wine producing areas.	<p>- <b>Familiarity with concepts and basic data</b></p> <p><u>Demand:</u></p> <ul style="list-style-type: none"> <li>➤ Motivation</li> </ul> <p><u>Supply:</u></p> <ul style="list-style-type: none"> <li>➤ Accommodation</li> <li>➤ Transportation</li> <li>➤ Catering</li> <li>➤ Programme organization possibilities</li> </ul> <p>Accommodation Transportation Catering Programme organization possibilities</p>	4 points	2 points
	<p>- <b>Handling problems logically, logical arguments</b></p> <ul style="list-style-type: none"> <li>➤ Selects professional programmes and ones providing unique, unforgettable experiences</li> <li>➤ Argues for the prices of services</li> </ul>	6 points	3 points
	<p>- <b>Formulating an autonomous opinion and articulating it coherently</b></p> <ul style="list-style-type: none"> <li>➤ Justifies the selected programme elements</li> </ul>	5 points	3 points
	<p>- <b>Ability to collect and use information relevant to the topic but not included in the subject material</b></p> <ul style="list-style-type: none"> <li>➤ Uses his/her personal experience and contacts to organize programmes</li> <li>➤ Cites sources</li> </ul>	5 points	2 points

Title of project	Assessment criteria	Maximum points for the written examination	Maximum points for the oral examination (defence)
<b>2. Organize a thematic weekend programme for a family for the winter season in Hungary.</b>	<ul style="list-style-type: none"> <li>- <b>Familiarity with concepts and basic data</b> Thematic tours Tour packages               <ul style="list-style-type: none"> <li>➤ Supply side: Accommodation, transportation, catering, programme organization, calculation, substitute programmes</li> <li>➤ Demand side: Motivation, income, spending propensity, free time, recreation</li> </ul> </li> </ul>	5 points	2 points
	<ul style="list-style-type: none"> <li>- <b>Handling problems logically, logical arguments</b> <ul style="list-style-type: none"> <li>➤ Builds in common programme elements suited to the interests of different generations</li> <li>➤ Compiles two different thematic weekend offers, argues for his/her choice</li> <li>➤ Selects tourist services, plans the itinerary, and chooses the mode of transportation.</li> <li>➤ Plans substitute programme elements</li> </ul> </li> </ul>	6 points	3 points
	<ul style="list-style-type: none"> <li>- <b>Formulating an autonomous opinion and articulating it coherently</b> <ul style="list-style-type: none"> <li>➤ Justifies the choice of programme elements and services, presents his/her formed hypothesis, answers questions</li> </ul> </li> </ul>	5 points	3 points
	<ul style="list-style-type: none"> <li>- <b>Ability to collect and use information relevant to the topic but not included in the subject material</b> <ul style="list-style-type: none"> <li>➤ Uses his/her personal experience and contacts to organize programmes</li> <li>➤ Uses travel brochures</li> </ul> </li> </ul>	4 points	2 points

Title of project	Assessment criteria	Maximum points for the written examination	Maximum points for the oral examination (defence)
3. Analysis of a cultural event.	<ul style="list-style-type: none"> <li>- <b>Familiarity with concepts and basic data</b>  <u>Cultural tourism:</u> <ul style="list-style-type: none"> <li>➤ cultural venues</li> </ul> <u>Event organization:</u> <ul style="list-style-type: none"> <li>➤ facilities (accessibility, means of transportation, accommodation, capacity, technical infrastructure, supplementary services, special characteristics)</li> <li>➤ staff (staff requirement of different venues, volunteers, presence of organizations, qualifications)</li> </ul> <b>Programme organization:</b> <ul style="list-style-type: none"> <li>➤ Programme</li> <li>➤ Substitute programmes</li> <li>➤ Budget</li> </ul> SWOT analysis (settlement, event) </li>   <li>- <b>Handling problems logically, logical arguments</b> <ul style="list-style-type: none"> <li>➤ Shows possibilities of development based on the strengths of the event</li> </ul> </li>   <li>- <b>Formulating an autonomous opinion and articulating it coherently</b> <ul style="list-style-type: none"> <li>➤ Interprets various areas of the SWOT analysis, argues logically</li> </ul> </li>   <li>- <b>Ability to collect and use information relevant to the topic but not included in the subject material</b> <ul style="list-style-type: none"> <li>➤ Groups, interprets and puts his/her own experiences into the structure of SWOT.</li> </ul> </li> </ul>	6 points	3 points
		4 points	3 points
		6 points	2 points
		4 points	2 points

Title of project	Assessment criteria	Maximum points for the written examination	Maximum points for the oral examination (defence)
<b>4. Produce a comprehensive assessment of a product sold in the framework of eco-tourism or active tourism.</b>	<ul style="list-style-type: none"> <li>- <b>Familiarity with concepts and basic data</b> <ul style="list-style-type: none"> <li>➤ Tourism product (eco-tourism, active tourism)</li> <li>➤ Factors determining tourism demand</li> <li>➤ Factors determining tourism supply (accessibility, accommodation, catering, etc.)</li> <li>➤ Tourist attraction</li> </ul> </li> </ul>	6 points	3 points
	<ul style="list-style-type: none"> <li>- <b>Handling problems logically, logical arguments</b> <ul style="list-style-type: none"> <li>➤ Links demand and supply factors</li> <li>➤ Justifies the selection of the priority tourism product</li> </ul> </li> </ul>	4 points	2 points
	<ul style="list-style-type: none"> <li>- <b>Formulating an autonomous opinion and articulating it coherently</b> <ul style="list-style-type: none"> <li>➤ The candidate is familiar with the tourism potential of his/her county and his/her residence (strengths, weaknesses).</li> <li>➤ Forms an opinion and takes a position based on his/her own opinion</li> </ul> </li> </ul>	5 points	3 points
	<ul style="list-style-type: none"> <li>- <b>Ability to collect and use information relevant to the topic but not included in the subject material</b> <ul style="list-style-type: none"> <li>➤ Uses his/her own experience,</li> <li>➤ information coming from local residents,</li> <li>➤ information coming from public administration, tourism, non-governmental, and other organizations,</li> <li>➤ material from the local press and tourism-related journals.</li> </ul> </li> </ul>	5 points	2 points

Title of project	Assessment criteria	Maximum points for the written examination	Maximum points for the oral examination (defence)
<b>5.</b> <b>Analysis of at least three city or wellness hotels of the same category in three different tourist regions of the country.</b>	<ul style="list-style-type: none"> <li>- <b>Familiarity with concepts and basic data</b> <ul style="list-style-type: none"> <li>➤ city hotels, wellness hotels</li> <li>➤ wellness tourism, city sightseeing</li> <li>➤ hotel services (level of equipment, spaces, staff etc.)</li> <li>➤ advertisements, pricing policies</li> <li>➤ tourism demand</li> </ul> </li> </ul>	5 points	2 points
	<ul style="list-style-type: none"> <li>- <b>Handling problems logically, logical arguments</b> <ul style="list-style-type: none"> <li>➤ Formulates the system of criteria to be applied when writing the project assignment</li> </ul> </li> </ul>	5 points	2 points
	<ul style="list-style-type: none"> <li>- <b>Formulating an autonomous opinion and articulating it coherently</b> <ul style="list-style-type: none"> <li>➤ the candidate is familiar with and is able to analyze the tourism facilities offered by hotels</li> <li>➤ gains information on the possibilities of development</li> </ul> </li> </ul>	6 points	3 points
	<ul style="list-style-type: none"> <li>- <b>Ability to collect and use information relevant to the topic but not included in the subject material</b> <ul style="list-style-type: none"> <li>➤ Uses his/her own experience</li> <li>➤ collects information through personal contacts</li> <li>➤ Uses the information collected on hotels (from tourism-related journals, daily press, advertisements, flyers, websites, etc.)</li> </ul> </li> </ul>	4 points	3 points

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***Formal requirements and criteria for the assessment of the written project:***

A maximum of 10 points may be given for the completion of formal requirements.

- The written project may be minimum 8 but maximum 10 pages typewritten or word-processed in A/4 format. Handwritten assignments are not accepted.
  - One typewritten page is 32 lines, 62 beats per line.
  - In case of word processing one page is A/4 Portrait format, with 2.5-cm margins, 1.5 line spacing, 12-point font size.

Charts, statistics, graphs, pictures or figures are not to be included in the text. These must be attached as numbered appendices and must be referred to in the text accordingly.

- A The written project assignment must be provided with page numbering with the first number referring to the actual page number and the second corresponding to the total number of pages. The pages of appendices must be numbered continuously (e.g. 1/12 or 1-12 in the case of the first page of a 12-page written project including appendices).
- The assignment must include a table of contents and a title page indicating the title, the name and class of the candidate, the year, and the name and/or logo or the coats of arms of the school.
- The written assignment must have a references section. References may include oral statements, websites, documents, or reference books. (Data collected by the author of the project assignment, as well as the results of questionnaires, must appear in the appendices but not in the references section.)
  - Citation of oral statements: e.g. Oral statement by John Smith, 19th November, 2005
  - Citation of information found on the internet: this must be referred to by the website or the ftp source with exact URL. e.g.  
[http://www.danubiushotels.hu/issues/result\\_page.php?lang=hu&type=index&hotel\\_id=17&city\\_id=&category=&x=29&y=11](http://www.danubiushotels.hu/issues/result_page.php?lang=hu&type=index&hotel_id=17&city_id=&category=&x=29&y=11)
  - Citations from the professional literature: these must be referenced in compliance with one of the academically accepted citation styles. References must contain the full name of the author, the title, the place of publishing, the publisher, and the year of publishing. In case of periodicals, the name of the periodical, the volume and the page number(s) (from-to) must appear instead of the publisher and the publication data. It is recommended that candidates be provided with a sample reference list before writing the assignment.
- The written work must be bound and each page must be signed by the candidate in blue ink.



**Scoring: Points will be given based on the five criteria listed above. The maximum 2 points may be given if the assignment meets all requirements prescribed. 1 point may be given if only a few elements comply with the criteria. 0 points are given if the assignment does not meet any of the requirements.**

*Criteria for assessing the content of the oral defence of the project:*

When content of the defence is being assessed, candidates may receive a maximum of 10 points. The assessment chart provides separate columns for the maximum scores for the content of the written and the oral (defence) components. These are identical for certain topics, while in other cases they are different due to the divergent nature of the topics.

As with the written examination component, the formal element may be assessed only if the candidate has received at least 1 point for content. (In case of a 0 score for content it is unnecessary to proceed with formal assessment - in this case the candidate receives 0 point for the defence.)

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***Formal requirements and assessment aspects for the oral defence of the project:***

Using the formal assessment criteria of the oral defence, the communication competencies of the candidate are measured. Presentation skills and content appear in equal proportion; in both cases a maximum of 10 points may be given.

- Time management: 15 minutes are allotted for the oral examination. The candidate must answer all questions within this period of time.
- The candidate uses grammatically correct sentences, his/her statements are semantically and syntactically correct.
- The candidate uses appropriate register (literary, technical or slang). The candidate uses stylistic tools which are in line with his/her intentions. For instance, if the candidate argues with numbers, he/she should use the conceptual framework of statistics and the argumentation should be logical and structured. If he/she wants to be convincing, he/she should use affective, emotional elements, and if the content requires it, he/she may even use slang elements (e.g. when describing certain types of traveller).
- During the oral examination the candidate should use elements of non-verbal communication to support the content. Tools of non-verbal communication are the following:
  - Eye contact (whether the candidate makes eye contact with the examiner and the members of the committee)
  - Facial expressions, gestures (facial expressions and hand-movements in harmony with the situation)
  - Volume (volume of speaking voice appropriate to the situation and intention, audible speech)
  - Rhythm (the candidate maintains a smooth flow of language and his/her speech is intelligible)
  - Asking questions, involving the examiner (the candidate asks for feedback to check if he/she was understood, involves the examiner in the solution of the task e.g. asks if the examiner has had similar a experience)
- Using aids and presentation tools
  - Presentation materials (whether the candidate uses the aids provided or has prepared his/her own aids, e.g. collages, charts etc.)

**Scoring: Points will be given based on the five criteria listed above. The maximum 2 points may be given if the assignment meets all requirements prescribed. 1 point may be given if only a few elements comply with the criteria. 0 points are given if the assignment does not meet any of the requirements.**

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## MARK SHEET

Name of candidate: \_\_\_\_\_

	maximum points	points given
<b>Part 1</b>		
Project assignment, written, content	20	
Project assignment, written, formal	10	
Sum:	<b>30</b>	
<b>Part 2</b>		
Project assignment, oral defence, content	10	
Project assignment, oral defence, formal	10	
Sum:	<b>20</b>	
<b>Written assignment and oral defence</b>	<b>50</b>	

\_\_\_\_\_

Date

\_\_\_\_\_

Assessing teacher

	elért pontszám <b>egész számra</b> kerekítve (points given rounded to a <b>full number</b> )	programba beírt <b>egész szám</b> <b>(full number entered into the program)</b>
Előre elkészített dolgozat és annak szóbeli megvédése (Written assignment and oral defence)		

\_\_\_\_\_

javító tanár/assessing teacher

\_\_\_\_\_

jegyző/registrar

Dátum/Date: \_\_\_\_\_

Dátum/Date: \_\_\_\_\_