

Prima simulazione

Ministero dell'Istruzione e del Merito

ESAME DI STATO DI ISTRUZIONE SECONDARIA SUPERIORE

Indirizzo: IT04 – TURISMO

Tema di: DTA

ESERCIZIO 1

Il Tour Operator "Vacanze" ha nel suo catalogo due linee di prodotto: "viaggi nella natura" e "soggiorni nelle città d'arte".

Da un paio d'anni riceve dalle agenzie di viaggio dettaglianti segnalazioni di insoddisfazione da parte dei turisti circa i soggiorni nelle città d'arte, in quanto queste ultime risultano sovraffollate e, conseguentemente, la qualità del soggiorno tende a decrescere. Il management, alla luce di questo, decide di ridurre l'offerta dei soggiorni nelle città d'arte, eliminando il prodotto meno redditizio e potenziando, di conseguenza, la linea di prodotto "viaggi nella natura".

Procedere alla programmazione di un pacchetto turistico (un soggiorno di due notti) in ambito rurale, mirato ad appassionati e dedicato a visite di siti di interesse enogastronomico di eccellenza della propria regione.

In particolare:

PARTE QUALITATIVA: descrivere brevemente il percorso di organizzazione del soggiorno e presentare un sintetico programma con arrivo venerdì sera e partenza domenica pomeriggio, trasferimenti in loco con pullman ecologico;

PARTE QUANTITATIVA: ipotizzando che l'obiettivo massimo raggiungibile è rappresentato dalla saturazione dei posti disponibili su 2 pullman (dunque 100 persone), che i costi per l'organizzazione/esecuzione del soggiorno, di cui sopra, sono i seguenti:

- pullman: euro 3.000,00
- guida-accompagnatore: euro 2.500,00
- hotel (2 notti in mezza pensione): 250 euro/persona
- ingressi per visita e degustazioni in cantina: euro 30/persona
- pasti: 60 euro/persona
- kit ricordo: euro 25/persona

1. distinguere le voci di costo sopra elencate tra costi fissi e costi variabili
2. calcolare il costo totale dell'iniziativa nell'ipotesi di "fully booked", cioè di vendita di tutti e 100 i posti disponibili
3. calcolare il costo medio ipotizzando la vendita di 70 pacchetti

4. (facoltativo) ipotizzando che il prezzo di vendita del pacchetto sia 480 euro, calcolare il numero di pacchetti da vendere affinché l'iniziativa sia almeno in pareggio

ESERCIZIO 2

Il patrimonio dell'ADV Viaggiare al momento della costituzione presentava i seguenti elementi:

- | | |
|---------------------------------|--------------|
| • Immobile | 270.000 euro |
| • Mobili e arredi | 75.000 euro |
| • Debiti v/ fornitori | 85.000 euro |
| • Computer e macchine d'ufficio | 35.000 euro |
| • Mutui passivi | 90.000 euro |
| • Denaro in cassa | 15.000 euro |
| • Banca c/c passivo | 25.000 euro |

Redigere la situazione patrimoniale a sezioni contrapposte (stato patrimoniale) dell'ADV Viaggiare, al momento della costituzione, suddividendo le voci in:

- a) Immobilizzazioni;
- b) Attivo circolante;
- c) Capitale di terzi
 - Debiti di funzionamento
 - Debiti di finanziamento;
- d) Mezzi propri (da determinare a pareggio delle altre voci)

ESERCIZIO 3

In riferimento ad una struttura alberghiera:

- a. Elencare almeno 10 voci di contabilità riferibili a Conto Economico e Stato Patrimoniale avendo cura di stabilire anche se si tratta – nel caso di voci di conto economico – di costi o di ricavi e – nel caso di stato patrimoniale – di attività o passività.
- b. Elencare almeno 5 voci di costi fissi e 5 di costi variabili.

ESERCIZIO 4

L'hotel Vitality è aperto tutto l'anno e dispone di 100 stanze. Per i servizi generali l'albergo dispone stabilmente di 6 dipendenti, ciascuno dei quali ha un costo di 35mila euro/anno. L'hotel dispone di beni strumentali iscritti a bilancio per 1.300.000 euro (coefficiente di ammortamento medio 8%).

Per ciascuna camera si spendono 10 euro per il vanity kit, 3 euro per materiali di pulizia, energia 4 euro e 6 euro per il cesto di benvenuto. Nell'anno l'albergo ha avuto una percentuale di utilizzo media delle stanze pari al 60%.

Calcolare:

- a) I costi totali
- b) Il costo medio
- c) Il costo medio se la percentuale di utilizzo delle stanze fosse del 50%

ESERCIZIO 5

Illustrare graficamente le curve dei costi fissi totali e unitari, dei costi variabili totali e unitari, del costo medio.

Seconda simulazione

Indirizzo: IT04 – TURISMO

ARTICOLAZIONE CONDUZIONE DEL MEZZO

Tema di: LINGUA INGLESE

Shuna: the overlooked jewel off the west of Scotland

“I’ll meet you at 5pm on the Arduaine Point jetty,” the island’s owner, Eddie Gully, had said in the handwritten letter he’d sent me a few weeks earlier. A study of a map revealed our mainland rendezvous to be a mere 100 miles north-west of Glasgow. Perversely, that’s probably the reason Shuna has stayed under the radar for so long: most tourists in search of Hebridean enchantment head further north to well-known islands of Mull and Skye. Those who do stay south make for Islay or Jura, and fail to spot the tiny cluster that is the Slate Islands, one of which is Shuna (not to be confused with the island of the same name in Loch Linnhe to the north).

It took just 10 minutes in Eddie’s trim vessel for the Boat House, one of five Isle of Shuna cottages, to heave into view. Tucked behind a rudimentary harbour and dwarfed by the mass of Shuna’s wooded hills, our accommodation was a dainty blue lozenge, its seaward end – almost entirely of glass – a flash of light in the sunshine. My two companions and I bundled gleefully up its stairs to a bright, modern living area with a swish kitchen and a balcony for breakfasting in the company of swallows. A few minutes’ training from Rob and Kathryn James – the island’s affable managers and its only permanent population – in operating the little ex-military assault boats, and Shuna and its salty environs were all ours.

Over the week we became aware of the distinct cadences of Shuna, whose only timetable is the rising

and setting of the sun. It has no televisions or radios to disturb the peace. Its otters, buzzards, porpoises, seals and deer are there again tomorrow if you miss them today. The only event we could set our watches by was Rob dropping off a printed weather forecast each morning so we could gauge whether it was safe to take the boats out. It was usually fine, so we circumnavigated the island, also acquainting ourselves with the modest hills and defiant hamlets of Luing, Shuna's more substantial neighbour to the west.

Exploring on foot we found that, although only three miles long by one-and-a-half wide, Shuna does not give up its treasures easily. We moseyed happily for hours through scrub birch and oak copses, but somehow overlooked the little cove that harbours the island's shipwreck (an elderly wooden ferry hauled up to moulder away). Later in the week, intent on seeking out some ancient graves, we marched up sylvan hill and down marshy dale but had to content ourselves with some iron age burial mounds and a brace of ruined mills from Shuna's more populous past. We weren't too upset, for the walk had included red deer sightings, a mammoth rockpooling session and the gorgeous sight of Shuna Castle burnished by an early summer sun.

Ah yes, Shuna Castle. Built in 1911 by adventurer and philanthropist George Alexander MacLean Buckley, with no expense spared, the crenellated pile was abandoned in the 1980s and, like the ferry and mills, is now crumbling away. That's not to say that Shuna lives in the past: the Boat House is lit by LEDs and most of the electricity for the island's five holiday properties comes from solar panels and a small wind turbine.

"We've got plans to go 100% green," said Eddie, who was born and brought up on the island.

Eddie's joy at Shuna's many charms was infectious, and not the least of them is its isolation. It gave the feel of an adventure to our midweek trip to replenish provision. We sailed north past a sprinkling of isles encrusted with tooth-like rocks and speckled with impossibly remote houses. Beyond Ardmaddy Castle, on the mainland, we cruised, our little outboard motor throbbing away, until we landed, an hour after we had set out, at Balviear on Seil.

And so the days passed in a timeless haze. When we weren't exploring, we were pootling about on sit-on kayaks, being taken out on a venerable racing catamaran, or learning archery from Rob and Kathryn, with the castle as a picturesque backdrop.

Here, a kindly gust took one of my arrows right into the heart of the target. "Bull's-eye!" I exclaimed triumphantly, though I might just as well have been referring to our choice of holiday.

Adapted from *The Guardian*, 7 March 2015

Comprehension and analysis

Answer the following questions by using complete sentences and your own words.

1. What is Shuna and where is it?
2. Explain the meaning of the expression “*Shuna has stayed under the radar for so long*” (line 4) by referring to the text.
3. Where did the writer of the article stay?
4. How many people live in Shuna?
5. What are the main events marking the rhythm of the day in Shuna?
6. What ruins did the writer of the article see?
7. How can time be spent in Shuna?
8. Who are Rob and Kathryn?
9. Explain the expression “*Bull’s eye!*” (line 45) in the context of the passage.
10. What makes Shuna attractive?

Production

Choose **one** of the following questions.

Number your answer clearly to show which question you have attempted.

Either

1. Use the information in the article to write the text for a website advertising Shuna
for holidays.

Or

2. Imagine you are the owner of a holiday cottage in Shuna. You would like to rent it out
to holidaymakers. Use the information in the article to write an appealing
advertisement.

Terza simulazione

Indirizzo: IT04, EA07 – TURISMO

Tema di: LINGUA INGLESE

PART 1: Reading Comprehension

Day-Lewis: the language of food helps us all travel well

As part of the Life Well Travelled series, chef and food writer Tamasin Day-Lewis talks about her thrill at finding a common language 'inside very different worlds'

I managed to get to the age of 19 having only travelled abroad once, to Paris, to a friend of my parents' for

a couple of weeks, with a weekend in the country where I duly fell under the spell of the older son. He took no notice whatsoever, but the younger son fell under the spell of the gawky, silent, teenage guest. I didn't open my mouth. The words wouldn't come out. Everyone spoke so fast, I barely understood a word (...).

- 5 I seem to have been making up for this wholly un-cosmopolitan, unsophisticated start in life ever since and at some stage I lost the fear of arriving in an unknown city alone, with a film crew or with friends or family, even if I didn't speak a word of the language.

As a documentary maker, and later as a writer, I have been lucky enough to see many of the places I have travelled to all over the world while researching, interviewing, filming, taking notes about the place, the

- 10 food and the country for work. This has engrained in me a love, a thrill, at stepping inside the very different worlds I have encountered neither quite as a tourist nor as a disinterested observer.

If you have a deadline, you have to get to the heart of things quickly and you have to be open to searching out and finding things that you wouldn't otherwise have the time or opportunity to find as a holiday maker. You don't always know where to look, nor what you are looking for when you have so little time to

- 15 experience, find the essence. Guidebooks offer background information but not the key to the doors of the inhabitants, their families, their ways of life.

- I have found that the common language, in the absence of words, is always food. I have walked into kitchens, cafes, restaurants, homes from Morocco to Mauritius, from Lombok, Bali and the Himalayas to the homes of sherpas with whom I have trekked in Nepal to within two days of Everest Base Camp. From
20 the hills in Santo Stefano Belbo and the Asti vineyards where I have wandered into a cafe in the morning and found the owner making the wine harvest supper for the villagers, wild boar and peaches fizzing in the local wine, and been invited back to join in that evening, to the desert vegetarian food of Jaipur, where preserving, pickling and drying is an art perfected by nomadic people who can't carry meat or fresh foods in the heat of the desert sun.

- 25 Chefs, cooks are, on the whole, a generous hearted, hospitable race and sharing knowledge, the secrets and skills of their culinary traditions, is something we barter, exchange, as both sides are curious, always interested in the wholly different ways each other has for putting good food on the table, however simple and basic the ingredients.

- If I had stuck to hotel menus and restaurants on my travels I would never have had the experience of not
30 just the generosity but the insights into family life worlds away, and the common humanity of sitting strangers down and sharing from your table what the earth, locally, has to offer.

- When I was in Hong Kong I was lucky enough to experience a world of contrasts, both ends of the scale. I always head for the markets wherever I am and Sheung Wan was filled with sights we never see: turtles, frogs, unrecognisable fish, snakes, pig's heads, wreaths of intestines. At a congee shop we enjoyed dried
35 oysters, salted duck, goose intestines, preserved egg and pork and snowy mounds of congee. I was a guest at the Mandarin Oriental, so I experienced, also, the most sophisticated way of cooking all the local

ingredients (...).

But the pinnacle of the trip, culinarily speaking, was being taken to one of the last two surviving snake shops and drinking snake wine, seeing a snake being despatched “chop chop” in front of my eyes and

- 40 boldly cooked and presented, and in then declining the blood which has been bled before your eyes, as reserving the right not to participate in all rites has to remain an option.

I remembered the huge circular chopping board sunk into the work-top so that it didn't shift, however robust your knife skills, when I got home, and I had one made for my Somerset kitchen. It reminds me of Hong Kong every time I cook.

Adapted from Tamasin Day-Lewis

From www.telegraph.co.uk 13 Feb 2015

Answer the following questions using your own words.

1. What was the writer's first experience abroad like?
2. Later in life she had the chance to travel extensively for work. Why did this help her see things that a tourist does not?
3. What's the problem with guidebooks?
4. What happened to the writer in the area around Asti?
5. What did the writer learn in Jaipur?
6. Explain the writer's statement “I have found that a common language, in the absence of words, is always food”.
7. What would she have missed if the writer had only had meals in hotel restaurants during her travels?
8. What kind of contrasts does the writer mention, when describing her stay in Hong Kong?
9. What is the writer's most vivid memory from Hong Kong?
10. What reminds the writer of Hong Kong whenever she cooks? Why did she have the object made for her own kitchen?

Part 2: WRITING

Choose **one** of the following questions.

Number your answer clearly to show which question you have attempted.

Either

1. How important is it to find a common language “inside very different worlds” while travelling?

Are there any other "common languages" inside different worlds? Express your point of view and describe an ideal tailor-made itinerary and plan of activities based on any other "common language" such as art, hobbies, sport, adventure, etc.

Or

2. As a tour operator you want to promote a new Italian food and wine holiday. Write a circular letter to agencies giving a vivid description of the one-week package you are offering. Do not forget to point out all the elements that make it a unique holiday and to add a detailed itinerary.