VENDÉGLÁTÓ- IDEGENFORGALMI ALAPISMERETEK ANGOL NYELVEN

EMELETT SZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
Important Information

Only the indicated points can be given to the answers featured in the correction-evaluation guide.

The indicated points can only be broken down further if it is specifically indicated. The scores thus given can only be whole numbers.
1. What is the definition of tourism supply in the narrower and broader sense? (2 x 2) 4 points

**a) In the narrower sense:** all factors, services and goods related to travel to and stay at the destination.

**b) In the broader sense:** besides services it also includes tourism features that make up the travel destination’s attraction. In brief: it comprises of tourism features, attractions, elements of capacity, as well as tourism prices.

The contents of the examinee’s answer should conform to the above; however, we are not looking for a word for word solution. Each correct definition is 2 points at the discretion of the correcting teacher.

2. Complete the following sentences with the correct word. (2 x 1) 2 points

   a) From the point of view of a given country, outbound tourism is when the travel destination is located **outside** the country’s borders.

   b) **International** tourism in the case of a given country is the totality of inbound tourism arriving into the country and outbound tourism departing from the country.

Correct answers can be awarded 1 point each.

3. Which of the following activities is not part of green tourism (nature tourism)? Underline the odd one out and explain your answer. (1 + 2) 3 points

   a) Hiking
   b) Cycling
   c) **Visiting exhibitions**
   d) Horse-riding
   e) Ornithology
   f) Fishing

**Explanation:** Visiting exhibitions is a part of MICE (Meetings, Incentives, Conferencing, Exhibitions) tourism.

Correct underlining is worth 1 point; correct explanation can be awarded 2 points. The above solution is the only one that can be accepted.
4. Diet is an important part of a healthy lifestyle that wellness hotels place great emphasis on. Which aspects of menu creation are considered crucial, and what other aspects would you add. List five such aspects. 

   a) **Should be characterised by modern culinary technology**
   b) **Cooking, grilling and simmering should be more typical than frying in fat**
   c) **Significantly less breaded dishes**
   d) **The use of lighter thickening techniques replacing the roux**
   e) **Seasonality should be taken into account**
   f) **Use of vitamin-rich ingredients and raw materials**
   g) **The taking of food energy content into account**
   h) **Use of very small quantities of salt and sugar**
   i) **Healthier raw materials: fish, poultry, salads and greens, dairy products, etc.**

   In the case of this particular question there are several correct solutions. Points should be awarded only if the solution provided does actually refer to the question, namely it deals with the connection between a healthy diet and menu creation. No extra points can be awarded for extra solutions.

5. Write a business letter using the following information. (1 + 3 + 3 + 1) 8 points

   Your class is planning a two-day trip to a city in the country after school-leaving examinations are over. Pick a county seat of your choice.  
   25 students and the head teacher will be taking part in the trip. You would like to make the most of your time at your destination, which is why you ask for a guided tour from the local Tourinform agency. (Address: name of selected city, Fő utca 1.)

   **Your task is to write the enquiry letter asking for a quotation.** Do not forget to ask about the price in order to make the necessary expense calculations. Ask other questions as well in order to become familiar with all other details.

   Make sure you adhere to business letter requirements regarding format and content. Use fictitious names instead of your own and your school’s name.
Sample letter:

Zöldvárosi Vocational Secondary School  
9999 Zöldváros, Angolpark tér 6.  
Telephone: 00-36-99/9999999  
Email: vendeglatoiskola@zoldvaros.hu

day month 200X

Tourinform Office  
Fő utca 1.
Name of selected county seat

Request for Price Quotation

Dear Madame/Sir/To whom it may concern,

My school, Zöldvárosi Vocational Secondary School is planning a trip to visit the city of x (name of selected county seat) on day month 200X.
Total headcount for the trip will be 25 students and 1 teacher.
We would like your agency to provide our group with a guide to help us get to know your city better.

Please inform me of the price for the guided tour, the duration of the sightseeing programme, the price of admission tickets to the institutions we shall visit and the terms and conditions of payment.

Please send your quotation to the address indicated above.

Yours faithfully,

Rózsa Zöld  
programme organiser

Evaluation:
The examinee can be awarded 1 point for naming one of the county seats.  
Another 3 points can be given if the business letter conforms to format and structure requirements.  
Partial points may be awarded if deemed appropriate by the correcting teacher.  
Business letters have universally accepted formats. The top right header contains the sender’s name or company name, address, telephone and fax numbers and email address. The lower left header is the same as the addressee’s contact details published on its website. This includes the name of the company, the name of the contact person (if known) and the address.  
The date should be indicated on the right side just below the sender’s details.  
The subject matter of the letter should be written centred above the letter itself and should be brief and concise.  
The greeting may also refer to the title or position of the addressee.

3 points can be awarded for correct content-related components.
A good and effective business letter contains the following ideas:

- the reason for writing the letter
- the objective of writing the letter
- the means to achieve the objective
- request, required actions
- ending

These ideas may be densely packed into 1-2 sentences. Maximum points may be awarded if the examinee’s answer meets the above criteria. In order to stay objective, we cannot reward the examinee’s creativity with extra points.

Another point may be awarded if the letter is written legibly, is well structured and thoroughly thought out.

6. Define the following terms. (4 x 1) 4 points

a) National park: a relatively large reserve of land typical of the country, where there are one or several ecosystems present and which has hardly or not at all been affected by human development.

b) Suppliers: companies and persons who provide service providers with products/goods required for their operation.

c) Inventory: a list of a company’s assets that details the quantity and value of all of the assets of the company at a given time / a list of the quantity and value of all materials and moveable goods on stock.

d) Event script: the written sequence of events and things to do in connection with the given event.

We are not looking for word for word answers; however, the content of definitions provided by the examinee must contain the essence of the above. Each correct definition is worth 1 point. Partial points may be awarded at the correcting teacher’s discretion if a definition is insufficient or imprecise.

7. Underline the correct answer of the choices provided. (4 x 1) 4 points

a) In order to begin catering and hospitality activities, the entrepreneur must report his/her intent to set up and operate a business.

The name of the document that allows the performance of the business activity:

1. Occupancy permit

2. Operating permit

3. All-night pass

4. Building permit
b) The name of the official body issuing the above document:

1. The notary of the city regionally competent according to the site of the business
2. The entrepreneurial group of the county general assembly
3. Hungarian Tax and Financial Control Administration (APEH)
4. Hungarian Customs and Finance Guard (VPOP)

c) The institution that issues the tax number required to go ahead with the enterprise:

1. The notary of the city regionally competent according to the site of the business
2. The entrepreneurial group of the county general assembly
3. Hungarian Tax and Financial Control Administration (APEH)
4. Hungarian Customs and Finance Guard (VPOP)

d) All businesses must have the following at hand in order to register complaints made by customers:

1. Consumers’ book
2. Book of complaints
3. Buyer’s book
4. Inspection book

Only the above solutions can be accepted for each point.

8. What data must in all cases be indicated on the menu? List four. (4 × 1) 4 points
   a) name of the general manager
   b) name of the chef
   c) consumer prices
   d) main food groups

   Also acceptable: address; telephone number; email address, opening hours, quantities, etc.
   Business categorisation is currently not valid, we should however still accept this answer as correct. The maximum 4 points are only to be awarded if the examinee provides four correct answers. The order and sequence of the solutions does not matter. No extra points can be awarded for extra solutions.
9. What services is a hospitality/catering facility obliged to provide or what services can such facilities provide if they wish? List 6 services. (6 × 1) 6 points
   a) live or recorded music
   b) entertainment
   c) bathroom/toilet
   d) cloak-room
   e) telephone service
   f) undertaking to organise various events

Also acceptable: taking orders, table booking, home delivery, packing up of meals, etc.
The maximum 6 points are only to be awarded if the examinee provides six correct answers.
No extra points can be awarded for extra solutions.

Basics of Hotel Management

1. Besides furniture, what other objects and equipment would you place in a hotel room and connected bathroom to increase guests' comfort? List six. (6 x 1) 6 points

   Electronic equipment: TV, radio, telephone, answering machine, Internet, hair-dryer, etc.
   Textiles: light blanket, various types of pillows, bedspread, bathrobe, various types of towels
   Welcome gifts: fruit basket, drinks, stationary, toiletries, informational brochures, etc.

Any correct answers or other solutions with similar meaning may be awarded 1 point each.
We are not expecting the examinee to provide thematic groups.

2. Pair up potential hotel partners with the most typical services they provide for hotels.
   Link the correct pairs. (3 x 1) 3 points

   1. Tour operator   e) acting as intermediary between guest and hotels
   2. Media           d) provision of advertising opportunities
   5. Event organisers f) organising conferences

Only the above pairings can be accepted for 1 point each.
3. What are the risks of hotel investment (hotel construction)? Give three examples.  

*(3 x 1) 3 points*

*Investment is very costly, rate of return is very slow, tool and instrument requirement is too great, competition is strong, clientele is unpredictable, state subsidies may decrease, no other attractions at the given site/in the given region.*

*Any other solutions deemed correct by the correcting teacher may also be accepted.*

4. Wellness hotels also have to satisfy and cater to special needs. List five unique services that wellness hotels may provide.  

*(5 x 1) 5 points*

a) *Indoor and outdoor pools*

b) *Saunas, steam baths*

c) *Facial and body care, hand and foot care (manicure, pedicure), hair and beauty salon*

d) *Massage, relaxation and other physical and mental wellbeing improvement – wet and dry - services*

e) *Special gastronomical menu (light/weight conscious, regional specialities, traditional Hungarian dishes, as well as reform and vegetarian dishes and drinks)*

*Also acceptable: gymnasium, sports coach, sports trainer, leisure-time sports or oriental exercise programmes, aerobic-type training, community/cultural/musical/arts programmes. The terms given above comprise of several services each. Only characteristics are to be accepted, and no extra points shall be awarded for the repeating of certain services (e.g. Finnish sauna, infrared sauna, etc.) All correct answers are worth 1 point each. No extra points can be awarded for extra solutions.*

5. The medical services departments of health spa hotels require special jobs and positions. 

Name two such jobs.  

*(2 x 1) 2 points*

a) *Physiotherapist*

b) *Masseur*

*Also acceptable: spa-manager, doctor, doctor’s assistant, telephone operator/receptionist, trainer, life-guard. Solutions that are different from the above, but which are also correct content-wise should also be accepted, including special positions in wellness hotels. All correct answers are worth 1 point each. No extra points can be awarded for extra solutions.*
6. Explain the following terms. (4 x 1) 4 points

   a) Weekend package: a service package created specifically for weekends.
   b) Walk in guest: guests arriving without prior reservation.
   c) Jacuzzi: multi-person whirlpool bath, tub or pool.
   d) Studio: a type of hotel apartment where the bedroom and living room share the same space.

We are not looking for word for word answers, however, solutions must contain the essence of the above. All correct answers are worth 1 point each.

7. Place the terms below in their correct order so that they conform to the logic of a hotel profit and loss statement. (5 x 1) 5 points

Total cost, total revenues, net operating profit, cost of goods sold (ELÁBÉ), total profit margin

<table>
<thead>
<tr>
<th>Correct order</th>
<th>Lines of the profit and loss statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>total revenues</td>
</tr>
<tr>
<td>2.</td>
<td>cost of goods sold (ELÁBÉ)</td>
</tr>
<tr>
<td>3.</td>
<td>total profit margin</td>
</tr>
<tr>
<td>4.</td>
<td>total cost</td>
</tr>
<tr>
<td>5.</td>
<td>net operating profit</td>
</tr>
</tbody>
</table>

Each correctly completed line is worth 1 point. No extra points are to be awarded for indicating the relevant operators.

8. Choose the odd one out from the list below (indicate by underlining) and explain your answer. (1 + 1) 2 points

   a) compulsory breakfast
   b) car-wash
   c) full board meals
   d) event organisation service
   e) mini-bar
   f) tourist menu

Explanation: The car-wash is not hospitality or hotel service provision activity.

Solutions different from the above, but accompanied by a correct explanation may also be accepted. Correct selection and correct explanation is worth 1 point each.
Basics of Marketing

1. Briefly explain the concept of marketing communications. 1 point

Promotional and communications tools, which influence and impact the market.

If the examinee’s answer contains the essence of the above, the solution should be accepted!

2. Write the terms on the dotted line the definitions of which are listed below. (4 x 1) 4 points

   a) Advertising/Sales promotion: the series of steps bridging the gap between supply and demand which lack personal contact, inform consumers about supply and attempt to convince them of the benefits and advantages of the advertised products.

   b) Personal sales: the activity the aim of which is to convince the target group in words and through personal contact in the interest of generating sales.

   c) Public relations: a communication activity aimed at building up and maintaining trust between an enterprise and its environment.

   d) Sales promotion/Advertising: the ensemble of various, typically short-term promotional tools, the goal of which is to have consumers consume faster and larger quantities and to take advantage of various services provided.

Only the terms listed above or their synonyms are to be accepted for 1 point each.

3. In order to determine the profile and type of a business to be established at a holiday resort, it is necessary to perform market research. (3 x 1) 3 points

   a) What primary research methods are you aware of?

      1. observation
      2. surveys/interviews/questionnaires
      3. experiment

   b) Which of the above methods would you apply and why? List at least three reasons. (3 x 1) 3 points

      My choice: observation or surveys

      My reasons: observation is the cheapest method of the above, the supply and turnover of hospitality/catering facilities established in similar locations can be observed. Surveys can be conducted in person or in writing. The most expedient method is in-person surveying as this is significantly cheaper than using questionnaires.

The examinee may choose observation or surveying. Choosing experiments is not lifelike, therefore no points should be awarded if the examinee selects this option. The examinee may be awarded the 3 points if he/she is able to provide a sensible explanation that is deemed correct by the correcting teacher.
4. The following sentences contain erroneous statements regarding corporate identity. Correct these mistakes and write the correct section on the dotted lines. (3 x 1) 3 points

a) Corporate Design (colours, logo, uniform, etc.) belongs to the content side of Corporate Identity.
Correctly: \textit{belongs to the formal side}

b) Corporate identity is the basic tool used to influence the attention and interest of employees.
Correctly: \textit{the attention and interest of consumers and guests instead of employees}

c) The formal side of the company’s identity is the personality, individuality of said company, the base of which is company philosophy.
Correctly: \textit{content side instead of formal side}

Each correction acceptable in terms of content is worth 1 point each, however, we are not expecting word for word solutions. Any other solutions deemed correct by the correcting teacher may also be accepted.

5. The goal of every hotel is to prolong the stay of their guests, to increase the number of guest nights and therefore realise more revenue.

What tools would you use in order to prolong guests’ stay? List three ideas. (3 x 1) 3 points

\begin{itemize}
\item a) \textit{price discounts}
\item b) \textit{increased number of programmes}
\item c) \textit{multi-day packages}
\end{itemize}

The above solutions may be further expanded by adding specific examples. The examinee may choose to write about all communication tools. However, his/her creativity may not be rewarded with extra points.

6. What online marketing tools would you use to promote tourism programmes? List three such marketing tools. (3 x 1) 3 points

\begin{itemize}
\item a) \textit{setting up websites}
\item b) \textit{appearance in various internet search engines/locations}
\item c) \textit{email newsletter}
\end{itemize}

There are several other correct solutions apart from those listed that can also be accepted e.g. advertisements (banners), appearance on internet forums, etc. No extra points can be awarded for extra solutions.
7. The development of tourism programmes requires a high degree of creativity and knowledge of consumer behaviour. Such work could be considered as a sort of product development. Put the following phases of product development in their correct order.

concept testing, idea screening, concept development, idea generation

a) idea generation  
b) idea screening  
c) concept development  
d) concept testing

This is the only order acceptable. Perfect solutions are to be awarded 2 points; no partial points can be awarded.

8. How do you find the best site to build a hotel within a given region? What aspects would you take into account when examining a potential site? List three and give an example for each. We have provided an example of our own to get you started.

(3 x 1 + 3 x 1) 6 points

<table>
<thead>
<tr>
<th>Aspects of site selection</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>socio-cultural attractions</td>
<td>religious and secular structures and buildings /folk customs</td>
</tr>
</tbody>
</table>
| 1. natural resources/features | geographical location 
climate, terrain, landscape, scenery, flora, fauna, thermal spas |
| 2. business location | village-city 
Budapest-city centre in the country –outside of city or settlement |
| 3. access to the site and its region | transport opportunities, pedestrian or vehicle catchment area, parking possibilities, significant transit traffic, distance from railway stations or airport |

Also acceptable:  
1. links to cultural outlets, institutions and events: theatre, cinema  
2. sports events, sporting opportunities: stadiums, sports pitches and facilities, gymnasiums, swimming pools, hiking trails, ski tracks, ice rinks etc.  
3. area category: city-centre (high rent), integrated sites (housing estates, significant pedestrian traffic), constructions on “greenfield land” (sophisticated road network, large parking lots, lower rent)  
4. shopping opportunities: hypermarkets, shopping malls, markets  
5. workplaces in the vicinity: public institutions; increased demand for lunching possibilities near banks; near factories and plants smaller, cheaper catering facilities can expect an increased flow of customers after shifts are over

1 point is to be awarded for each correctly listed aspect, and another point for each example. No extra points can be awarded for extra solutions.
9. Explain the role of advertising in the everyday life of consumers.  

Satisfying needs always carries some sort of advantage or benefit for man. The task of advertising is to bring existing need and the benefits hidden in advertised products together. As in the case of any type of influencing or manipulation, there is a determined resistance towards advertising and advertisements. It is man’s instinctive reaction to “protect itself” against outside influence. The majority of flyers and brochures placed in mailboxes end up in the trash.

Remote controls are put to use every time a commercial break starts on television. Clever media choice or the development of new forms of advertising may prove to be antidotes to this type of advertisement dodging behaviour.

Advertising sets the ground for buying and purchasing: it grabs attention; directs, manipulates and mobilises needs. It argues and convinces. However, as far as consumption is concerned, advertising is not the sole decisive factor. Consumer behaviour is shaped and formed by many other internal and external controlling forces as well.

The examinee is to be awarded two points if his/her answer contains at least two significant observations from the solution provided above. However, no more than 2 points are awardable for the solution, regardless of how much the examinee writes.