

Azonosító  
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**ÉRETTSÉGI VIZSGA • 2016. május 18.**

**VENDÉGLÁTÁS-  
IDEGENFORGALOM  
ALAPISMERETEK  
ANGOL NYELVEN**

**EMELT SZINTŰ  
ÍRÁSBELI VIZSGA**

**2016. május 18. 8:00**

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma	
Tisztázati	
Piszkozati	

**EMBERI ERŐFORRÁSOK  
MINISZTERIUMA**



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**Basics of Hospitality, Catering and Tourism**

**1. For a thousand years, the name of Hungary has been linked to grapes and wine. Appropriate climate and suitable soil conditions provide for the production of outstanding wines in most regions of the country. 7 points**

a) What geographical factors does Hungary exploit to conduct enotourism (wine tourism)? List two.

- .....
- .....

b) What damaging, detrimental effects can tourism have? Complete the missing sections of the following table.

Areas of environmental protection	Damaging, detrimental effect of tourism
nature protection	
	soil pollution
	volume of sewage increases
protection of air	
	increasing volume of waste, noise pollution
monument protection	

c) Explain what a wine route is.

.....

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.....

.....

**2. Complete the missing sections of the following texts. 3 points**

Tourism ..... is the specific manifestation of effective, solvent need aimed at a change of environment, which manifestation is aimed at various products.

Tourism ..... comprises the goods and services for sale, but in the broader sense it also includes the circumstances of the sale.

Tourism ..... is the combination of all tourism services that are based on appeal/attraction and which are available to tourists.

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**3. Select three Hungarian wine regions and write their typical wines next to them.**

**3 points**

One example for each will suffice.

Wine region	Typical wine

**4. “Hungarian wine is also outstandingly suited to build the country image. Hungarian wine is more than a food product. Working in one of the world’s best producing regions, our task is to produce quality worthy of our opportunities.” (Mihály Figula, source: MTI)**

**9 points**

a) What risk factors should be taken into account when organising wine tourism? Make three relevant statements.

- .....
- .....
- .....

b) The following question is related to wine sales. Underline the odd one out from the following lists and explain your selection.

- restaurant
- wine-bar
- csárda (inn)
- workplace, institutional canteen

Explanation:

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- wine goblet
- Miska-jug
- asparagus foreceps
- decanter

Explanation:

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cuvée  
barrique  
barista  
sommelier

Explanation:

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.....

**5. The Miska Winery is located between Göd and Dunakeszi. In addition to wine sales, the family is also looking to participate in wine tourism as the location of the estate and its proximity to Budapest provides an excellent opportunity to attract tourists and organise programmes and events. 9 points**

a) Place the events from the script-excerpt below in their correct order.

a) procurement of stock, b) recording of event order, c) post calculation, d) offering digestive drinks, e) offering of finger-food

1.	2.	3.	4.	5.

In the interest of receiving guests, they decide to start the construction of a ‘csárda’ and a terrace area. Site selection is excellent in terms of competitors as there are no businesses with similar profiles in the area. The family was thinking that instead of a traditional ‘csárda’ building, they will construct a so-called ‘wine temple’ with a high tower, which is visible from far off and also functions as a look-out point. The basis for the interior design is an 18th century “tavern” with red-checkered tablecloth and wooden furniture. Candles on the tables and Hungarian motifs and design on the walls. Their intention was to create an atmosphere that would infuse foreign guests with Hungarian culture and would generate good feelings in Hungarian guests. The ‘csárda’s’ capacity is 90 persons, with space for another 100 persons on the terrace depending on the season.

b) A dinner with wine tasting is announced for the opening ceremony of the ‘csárda’. What are the typical characteristics of a ‘csárda’ type hospitality facility? Make two relevant statements.

- .....
- .....



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servicing		
Rounded sales price of 1 serving		

**7. During the production of foodstuffs or kitchen operations, raw materials and semi-finished products may become contaminated. As a result of non-compliance with technological specifications and instructions, foreign substances may show up in the finished products. Name three hazard sources that may cause technological contamination. 3 points**

- .....
- .....
- .....

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### Basics of Hotel Management

**1. The long-term plans of the Miska Winery include the building of a wine-themed hotel. Underline the odd one out from the following lists and explain your selection.**

**4 points**

- a) When selecting a site for the wine hotel, ..... must be taken into account.
- tourism attractions
  - the site's infrastructural features
  - the proximity of the airport

Explanation:

.....  
.....

- b) ..... is not mandatory for a wine hotel.
- The acquisition of a Hotelstars classification
  - The acquisition of the operating permit for accommodations
  - Providing half-board

Explanation:

.....  
.....

**2. At the moment, there are no experts at Miska Winery who have experience in hotel construction and operation. Briefly explain the meaning of the following concepts to the owner.**

**6 points**

Outside services: .....

.....

Wholesaler rate: .....

.....

Hotelstars Union: .....

.....

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**3. Which terms will make the following statements become true? Write the correct letter on the dotted line. 3 points**

The net room rate revenue of hotels does not include .....

- a) VAT.
- b) VAT or tourism tax either.
- c) tourism tax.

Hotel costs are the value of ..... utilised during the activity expressed as money.

- a) resources
- b) tangible assets
- c) information

The hotel can be considered profitable, if .....

- a) costs exceed revenues.
- b) costs are greater than taxes.
- c) costs are lower than the price margin.

**4. Enter the jobs listed below into the following organisational structure. 3 points**

PR Manager, Sommelier, Front Office Manager, Room Service Dispatcher, General Manager, Chief Concierge, Mixer, Bell Captain, Corporate Sales Agent, Housekeeper

Room's Division Department	Food & Beverages Department	Sales & Marketing Department

**5. On the dotted line, write the concept that the following definitions refer to. 3 points**

- A management task aimed the rational establishment and more efficient utilisation of staffing conditions required for hotel operation.  
.....
- A data processing activity that is part of the information system; which ensures the records needed for operation and which allows hotel administrative accountability.  
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- The paper-based or electronic form prepared at the reception during check-in. Primarily contains the personal data of guests, their dates of stay and their signature.

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**6. You are asked by Miska Winery to prepare one of the employees to manage future room reservations. What are the main issues to clear up when receiving room reservations? Name four. 4 points**

- .....
- .....
- .....
- .....

**7. The operation of the hotel of the Miska Winery will require many participants and collaborators. Pair the hotel's potential partners with their most typical tasks. 4 points**

- |  |  |
|--|--|
| 1. NAV (National Tax and Customs Administration) | a) enforcing compliance with food safety regulations |
| 2. Economic chamber                              | b) ensuring additional staff                         |
| 3. NÉBIH (National Food Chain Safety Office)     | c) ensuring that receipts are provided               |
| 4. Tour operator                                 | d) interest protection, assisting enterprises        |
| 5. Event organiser                               | e) procurement of goods                              |
| 6. Temporary staffing agency                     | f) ensuring advertising opportunities                |
| 7. Food and beverage wholesale                   | g) mediation of guests                               |
| 8. Media   | h) organisation of conferences                       |

1.	2.	3.	4.	5.	6.	7.	8.

**8. Once the hotel is completed at the Miska Winery, plans are for the 'csárda' to take over the provision of hospitality and catering services. How will the accommodation impact the 'csárda's' work; in other words, what are the unique features of hotel hospitality? List three. 3 points**

- .....
- .....
- .....

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**Basics of Marketing**

**1. Miska Winery must also take environmental factors into account. Underline the factors that are not part of the micro-environment of enterprises. Explain your answer. 2 points**

competitors  
scientific-technical environment  
buyers, hotel guests

political environment  
suppliers

Explanation:

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.....

**2. Marketing uses various indicators to characterise and describe the size of the wine tourism market. The following questions are related to these indicators. 7 points**

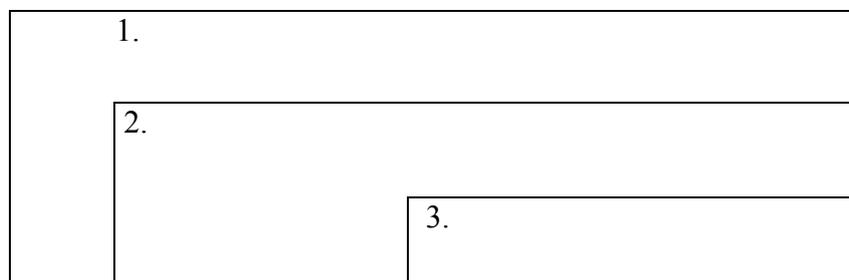
a) Define the following indicators.

Market volume: .....

Market potential:.....

Market share:.....

b) We know that there is strong correlation between the three indicators. Write the given indicator to its corresponding number in the diagram.



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c) Provide wine tourism examples for all three indicators.

Market volume: .....

.....

Market potential:.....

.....

Market share:.....

.....

**3. Miska Winery has just started out in wine tourism, and is at the beginning of its product life cycle. 5 points**

a) Prepare a graph where you name the various phases and illustrate the product life cycle. You do not have to name the x and y axes.

b) What price strategy should Miska Winery choose in the first phase of the product life cycle? What is the goal of this price strategy?

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c) Why is the use of communication tools important in the first phase of the product life cycle?

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**4. Setting a price policy is a crucial issue for Miska Winery as well. Name two factors that impact price policy decisions. 2 points**

- .....
- .....

**5. Based on what criteria can the clientele of Miska Winery be segmented? Make four relevant statements. 2 points**

- .....
- .....
- .....
- .....

**6. Creating a uniform identity is essential for the successful operation of the Miska Winery. Explain why this is important. Make two relevant statements. 2 points**

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.....  
.....  
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**7. The owner of Miska Winery has decided to use the tools of sales promotion in order to increase turnover. 4 points**

a) Propose two specific sales promotion methods/opportunities.

- .....
- .....

b) What online marketing tools should be used to expand the clientele of Miska Winery and to increase the satisfaction of future returning guests? List four.

- .....
- .....
- .....
- .....

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**8. The following statements are false. Explain why and correct the mistakes. 3 points**

- In the case of direct marketing, electronic media are used most frequently.

Explanation:

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- The best internal PR for a hotel is if the general manager organises a reception for VIP guests staying at the hotel.

Explanation:

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- During price differentiation, enterprises modify their prices to adapt to the differences between buyers and products. In this case, they all sell the same product at the same price.

Explanation:

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.....

**9. What terms do the following definitions define? Write your answer on the dotted line. 3 points**

A system that implements the coordinated and continuous gathering, processing, selection, storage, flow and display of various internal and external information.

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The development and assessment of the material and non-material features of products and services. The product is given unique features in order to distinguish it from other similar products and the range offered by competitors.

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A distinguishing mark that provides legal protection. This legal protection protects the owner's right to exclusively use the brand-name or brand logo. This protection may be extended to all signs, designs or expressions — words, word compositions, images, letters, numbers, sounds and light-signs or any combinations used thereof — that are suitable to distinguish products and services from other products and services.

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Topic	Question number	Maximum points	Points scored	Maximum points of topic	Points scored in topic
Basics of Hospitality, Catering and Tourism	1.	7		<b>40</b>	
	2.	3			
	3.	3			
	4.	9			
	5.	9			
	6.	6			
	7.	3			
Basics of Hotel Management	1.	4		<b>30</b>	
	2.	6			
	3.	3			
	4.	3			
	5.	3			
	6.	4			
	7.	4			
	8.	3			
Basics of Marketing	1.	2		<b>30</b>	
	2.	7			
	3.	5			
	4.	2			
	5.	2			
	6.	2			
	7.	4			
	8.	3			
	9.	3			
<b>Points scored in written examination</b>				<b>100</b>	

Correcting teacher

Date: .....

	pontszáma <b>egész számra</b> kerekítve/ Points rounded to a <b>whole number</b>	programba beírt <b>egész</b> pontszám / Points ( <b>whole number</b> ) entered into programme
Vendéglátó-turizmus alapismeretek / Basics of Hospitality, Catering and Tourism		
Szállodai alapismeretek / Basics of Hotel Management		
Marketing alapismeretek / Basics of Marketing		

javító tanár/Correcting teacher

jegyző/Notary

Dátum/Date: .....

Dátum/Date: .....