

ÉRETTSÉGI VIZSGA • 2016. május 18.

**VENDÉGLÁTÁS-
IDEGENFORGALOM
ALAPISMERETEK
ANGOL NYELVEN**

**EMELT SZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ**

**EMBERI ERŐFORRÁSOK
MINISZTERIUMA**

Important Information

Answers provided in the correction-evaluation guide can only be awarded the points indicated.

The indicated points can only be broken down further if indicated. Resulting points may only be whole numbers.

Basics of Hospitality, Catering and Tourism

1. For a thousand years, the name of Hungary has been closely 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.

2 points

- *landscape features, mountain areas, etc.*
- *climate*

Also acceptable: rivers, waters, soil conditions, flora, etc. Each correct solution is worth 1 point.

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

3 points

Areas of environmental protection	Damaging, detrimental effect of tourism
nature protection	<i>damage to flora and fauna</i>
<i>protection of land</i>	soil pollution
<i>water protection</i>	volume of sewage increases
protection of air	<i>detrimental effect of transportation</i>
<i>protection of environmental culture</i>	increasing volume of waste, noise pollution
monument protection	<i>damage caused by visitors</i>

Other answers, deemed correct by the correcting teacher, may also be accepted. 2-2 correct solutions are worth 1-1 point. The correcting teacher should round downwards.

c) Explain what a wine route is.

A wine route is an enotourism (wine tourism) product that includes a given location's or region's wineries, cellars, press houses and producers in a single route.

2 points

For the 2 points, we are looking for an answer that is similar to the above in terms of content. Partial points (whole numbers) may be awarded.

2. Complete the missing sections of the following texts.

(3×1) 3 points

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

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

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

Each correct solution is worth 1 point.

3. Select three Hungarian wine regions and write their typical wines next to them.
One example for each will suffice.

(3×1) 3 points

Wine region	Typical wine
1. <i>Sopron</i>	<i>Kékfrankos</i>
2. <i>Tokaj</i>	<i>Aszú, szamorodni</i>
3. <i>Badacsony</i>	<i>Kéknyelű</i>

Each correct pairing is worth 1 point. The correcting teacher may accept several correct solutions, such as: Somló – juhfark, Eger – leányka, bikavér, etc.

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. 3 points

- *uncertain, unpredictable weather*
- *plantation diseases*
- *unforeseeable changes in legislation and legal regulations*

The following risk factors are also acceptable: intense market competition, changing of trends, drops in income, etc. The correcting teacher may also accept other solutions if professionally sound, and partial points (whole numbers) may be awarded.

b) The following question is related to wine sales. Underline the odd one out from the following lists and explain your selection. (3×(1+1) 6 points

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

Explanation: *a workplace canteen is not allowed to sell wine or any other alcoholic products.*

wine goblet
Miska-jug
asparagus foreceps
decanter

Explanation: *the asparagus foreceps is not a tool of wine sales.*

cuvée
barrique
barista
sommelier

Explanation: *a barista's job is to make coffee, while all the other expressions are related to wine.*

Correct selection and correct explanation are worth 1 point each. Other correlations may also be accepted if the explanation is professionally sound.

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. 2 points

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.
<i>b</i>	<i>a</i>	<i>e</i>	<i>d</i>	<i>c</i>

Only the above solution may be accepted for the 2 points. In case of 1 error, the correcting teacher should give 1 point.

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. 2 points

- ***interior and external design typical of the region***
- ***home-style dishes***

Also acceptable: located on the side of transport routes, moderate/medium-level pricing, and any other features deemed correct by the correcting teacher. Partial points (whole numbers) may be awarded.

c) At the grand opening ceremony in October, family members wish to eat their favourite dishes. They recommended the following menu:

Starter: Bread and dripping (zsíros kenyér) with red onions
 Soup: Greek fruit soup served cold in a cup
 Main course: Budapest tenderloin with boiled potatoes; for vegetarians: breaded-fried cheese with rice
 Dessert: Jam-filled bukta (pastry roll)
 Coffee

What errors did the non-expert family members commit when preparing the menu? Name five mistakes. 5 points

- *Bread and dripping is not a suitable dish for a ceremonious occasion*
- *Red onions should be avoided at events due to the smell*
- *Greek fruit soup is not typical of the region or the 'csárda's' menu.*
- *Cold fruit soup is not recommended to accompany wine tasting*
- *Budapest tenderloin is an expensive dish, its side-dish is not boiled potatoes, and the dish is not typical of the 'csárda'.*

Also acceptable: Breaded-fried cheese is not a ceremonious dish, seems too inexpensive in contrast with the tenderloin, and is a dish that should be consumed freshly made. Jam-filled bukta is not a ceremonious dish, it is very filling, etc. Solutions other than the above may also be accepted if correct in terms of content. Each correct solution is worth 1 point.

6. As an expert, you recommend the following dish in place of the Budapest tenderloin main course. Calculate the gross sales price of one serving, if the profit margin is 200% and the current VAT rate is 27%. 6 points

Round the data to two decimal places, and the consumer price to the nearest HUF 5. You may also indicate your auxiliary calculations in the table.

	Uncle Miska's meat stew			10 servings	
Name	Quantity	Unit of measurement	Unit price (HUF)	Value (HUF)	Points
beef shank	1.4	kg	2100	2940.00	
pork fat	0.15	kg	530	79.50	
onions	0.25	kg	160	40.00	
garlic	0.01	kg	1100	11.00	
ground paprika	0.03	kg	2800	84.00	
salt	0.04	kg	98	3.92	
caraway seeds	0.01	kg	880	8.80	
green peppers	0.25	kg	300	75.00	
tomatoes	0.12	kg	430	51.60	
potatoes	1.5	kg	210	315.00	
Raw material value of 10 servings:				3608.82	1 point
Price margin:	3608.82×2			7217.64	1 point
Net sales price of 10 servings:	$3608.82 + 7217.64$			10826.46	1 point
VAT	10826.46×0.27			2923.14	1 point
Gross sales price of 10 servings	$10826.46 + 2923.14$			13749.60	1 point
Sales price of 1 serving	$13749.60 \div 10$			1374.96	
Rounded sales price of 1 serving				1375.00	1 point

Perfect solutions should be awarded 6 points according to the above point distribution. If the examinee has committed a calculation error, but the end result is neither unrealistically high or low, 3 points may be awarded.

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.

(3×1) 3 points

- ***During the use of technology, harmful substances may be generated in foodstuffs, e.g. burnt grease, charring, etc.***
- ***Residue of chemical substances used in cleaning and washing may get into food.***
- ***Contaminations may come from employees: hair, nails, facial hair.***

Also acceptable: certain component substances may be released from metal and plastic tools and packaging materials; contamination may be released by bugs and rodents; the faulty plastering and insulation of areas may result in contamination, etc.

Each correct statement may be awarded 1 point. Other solutions that are correct in terms of content may also be accepted by the correcting teacher.

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.

(2×2) 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: ***the proximity of the airport is typically important for businessmen in MICE tourism, but not in wine tourism.***

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: ***the acquisition of the operating permit for accommodations is mandatory for all accommodations.***

For question a), other selections (with appropriate explanation) may also be accepted; for question b), only the above solution may be accepted. Correct selection and correct explanation may be awarded 1 point each.

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. (3×2) 6 points

Outside services: *These are not provided to guests directly by the hotel; it either involves an external mediator / third party, or these services are provided by an independent contractor at an external location (e.g. Opera House) or at a leased location on its own premises.*

Wholesaler rate: *A contractual price provided to tour operators or tourism wholesalers which typically includes substantial discounts.*

Hotelstars Union: *An organisation that has several European members and its objective is to establish a harmonised/standardised hotel classification system. Based on the organisation's criteria, hotels can acquire star classifications / trademarks.*

The 2 points each may be awarded for solutions similar to the above in terms of content. In case of inaccurate or incomplete wording, partial points may be awarded.

3. Which terms will make the following statements become true? Write the correct letter on the dotted line. (3×1) 3 points

The net room rate revenue of hotels does not include ... **b)** ...

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

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

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

The hotel can be considered profitable, if **c)**

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

Only the above indicated solutions may be accepted for 1 point each.

4. Enter the jobs listed below into the following organisational structure. (3×1) 3 points

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

<i>General Manager</i>		
Room's Division Department	Food & Beverages Department	Sales & Marketing Department
<i>Front Office Manager</i>	<i>Sommelier</i>	<i>PR Manager</i>
<i>Chief Concierge</i>	<i>Room Service Dispatcher</i>	<i>Corporate Sales Agent</i>
<i>Bell Captain</i>	<i>Mixer</i>	
<i>Housekeeper</i>		

The correct completion of each column may be awarded 1 point. If a given column contains a job that does not belong, no points may be awarded. Also, no points should be awarded if the General Manager is listed into any of the sub-departments.

5. On the dotted line, write the concept that the following definitions refer to. (3×1) 3 points

- A management task aimed the rational establishment and more efficient utilisation of staffing conditions required for hotel operation.

Workforce/human resource management

- A data processing activity that is part of the information system; which ensures the records needed for operation and which allows hotel administrative accountability.

Business administration (in hotels)

- 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.

Registration sheet / Cardex

Synonyms of the above terms may also be accepted for 1 point each.

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. (4×1) 4 points

- *date and time of arrival*
- *date and time of departure*
- *number of arriving guests*
- *number and type of rooms needed*

Also acceptable: prices and types of services/room rates, name of arriving guests/customers, payment conditions. Irrelevant questions and items (such as address of arriving guests, vehicle licence number, etc.) should not be awarded any 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.
<i>c</i>	<i>d</i>	<i>a</i>	<i>g</i>	<i>h</i>	<i>b</i>	<i>e</i>	<i>f</i>

2-2 correct pairings are worth 1-1 point. The correcting teacher should round downwards.

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 × 1) 3 points

- ***In addition to outside guests, hotel guests must also be catered to.***
- ***Breakfast and potentially room service must be provided.***
- ***Half and full-board packages can be created.***

Also acceptable: opening hours will be longer; catering must be made available to guests during the day as well; conference/event needs may surface; if the rooms have mini-bars, refilling these regularly must be taken care of, etc.

All correct statements (even if different from the above) may be awarded 1 point, but no more than 3 points may be given for the entire exercise.

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: *The underlined terms are part of the micro-environment of enterprises.*

The 2 correctly underlined terms and the explanation are worth 1 point each. A single correct underlined answer will not be awarded any points.

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.

(3×1) 3 points

Market volume: *the total amount sold of a given product on a given market within a certain period.*

Market potential: *the combination/total of all potentially possible sales of one product.*

Market share: *the share of the enterprise of the market, in other words, what percentage of possible sales it has realised.*

The correcting teacher should also accept similar, professionally sound correct solutions.

b) We know that there is strong correlation between the three indicators. Write the given indicator to its corresponding number in the diagram. 1 point



The 1 point may be awarded if all three market indicators are in their correct place.

c) Provide wine tourism examples for all three indicators.

(3×1) 3 points

Market volume: *all the people that take part in Hungarian wine tourism.*

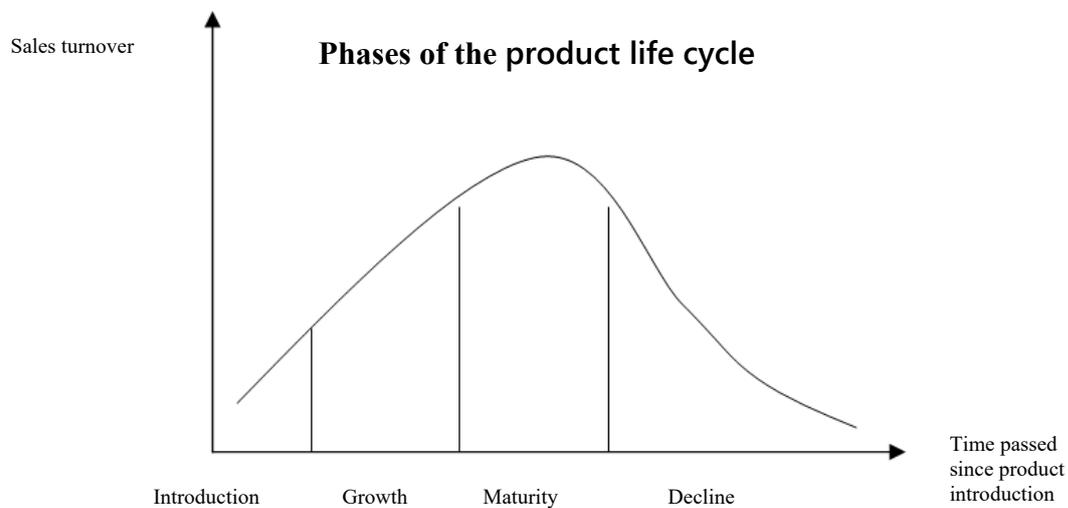
Market potential: ***all the guests that wish to take part in Hungarian wine tourism.***

Market share: ***the ratio of people that visit the given wine region or wine cellar.***

Other examples, not necessarily related to wine tourism, may also be accepted if professionally sound. Each correct solution is worth 1 point.

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. 2 points



Two points may be awarded for a perfect diagram and the correct naming of the sections. In case of 1 error only 1 point should be awarded.

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? 2 points

When opening a new business, it is recommended to apply an introductory pricing policy, in other words, start off with a lower initial price. The objective of this is to attract as many guests and buyers as possible.

1 point should be awarded for the specific price policy, and 1 for the explanation. The correcting teacher may also accept other, professionally sound correct solutions.

c) Why is the use of communication tools important in the first phase of the product life cycle? 1 point

The role of communication tools is of primary importance in the first phase of the product life cycle because the potential clientele must be made aware of the facility/product.

Other correct solutions may also be accepted.

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

- ***the width, depth and quality of product range***
- ***the price sensitivity of guests***

Also acceptable: the magnitude of costs, labour intensity, business policy goals, competitors price policy, psychological reasons (e.g. trends, fashion), turnover structure (e.g. cheap dishes with expensive drinks), site advantages (where the facility is located), seasonality, etc. All correct solutions may be awarded 1 point.

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

- ***gender***
- ***age***
- ***income***
- ***profession***

Also acceptable: place of residence, academic qualifications, etc. Other answers, deemed correct by the correcting teacher, may also be accepted.

2-2 correct solutions are worth 1-1 point. The correcting teacher should round downwards.

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

The primary objective of creating a unique corporate identity is to establish a one of a kind identity for the enterprise which cannot be confused with other enterprises. Therefore, the objective of identity planning is to create a uniform, comprehensive, permanently good image. A uniform identity is a basic tool of manipulating and influencing guests. Competition is increasingly stronger among companies, which means symbols must be created that are easily identifiable with the given company and clearly distinguishable from competitors.

Other answers, deemed correct by the correcting teacher, may also be accepted.

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. (2×1) 2 points

- **group discounts**
- **loyalty programmes**

Also acceptable: weekday promotions, season prices, etc. Other answers, deemed correct by the correcting teacher, may also be accepted.

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. (2×1) 2 points

- **creation, continuous operation and updating of a website**
- **appearance in various online search locations**
- **advertisements (banners)**
- **email newsletters**

Also acceptable: appearance on various forums, etc. Other answers, deemed correct by the correcting teacher, may also be accepted. 2-2 correct solutions are worth 1-1 point. The correcting teacher should round downwards.

8. The following statements are false. Explain why and correct the mistakes. (3×1) 3 points

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

Explanation: Direct marketing mostly applies tools and media that allow direct individual/personal communication (e.g. telephone, mail). The most frequently used tools are: direct mail, mail order trade, advertising tools that prompt some sort of response (e.g. cut-out prize coupons, toll-free phone numbers, television infomercials, online announcements).

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

Explanation: Internal PR improves the good mood of employees and subordinates. Maintaining relations with guests is the tool of external PR.

- 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: The same product is sold at different prices.

All correct explanations are worth 1 point. Other answers, deemed correct by the correcting teacher, may also be accepted.

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

(3×1) 3 points

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

Marketing information system (MIS)

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.

Product positioning

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.

Trademark

Explanations that differ from those given in the correction-evaluation guide, but which are nonetheless professionally sound and correct can be awarded full points.