

ÉRETTSÉGI VIZSGA • 2006. május 18.

**VENDÉGLÁTÓ-IDEGENFORGALMI
ALAPISMERETEK
ANGOL NYELVEN
THE BASICS OF TOURISM AND
CATERING**

**KÖZÉPSZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA
STANDARD LEVEL
WRITTEN BACCALAUREATE
EXAMINATION**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ
CORRECTION-EVALUATION
GUIDE**

**OKTATÁSI MINISZTERIUM
MINISTRY OF EDUCATION**

Basics of Catering and Tourism

1. Define the following concepts briefly: 3*2 = 6 points

Need: A feeling of need directed at consumer goods and services, which provokes an action to terminate itself.

Demand: Solvent demand/buying intention on the market.

Tourism: Includes the free movement of individuals outside their place of residence and work, and the services created to cater for the needs that arise in relation to this movement.

Answers different from the above are also acceptable, if they are similar in content. If the answer is incorrect or insufficient, partial points (1 point) may be awarded. Correct answers are worth 2 points per definition.

2. Complete the following definitions: 3*1 = 3 points

Cultural/man-made environment signifies attraction, one of the most important components of tourist supply. This includes folk traditions, architectural monuments historical monuments, and national holidays.

The people, who stay less than 24 hours at a visited location, are **holiday-makers/daily visitors**.

In the course of the flow of commodities in catering, **sales** means the selling of produced and procured goods and the provision of services.

Each correct completion is worth 1 point. Only the words listed above are acceptable.

3. Write two examples for each definition: 6*0.5 = 3 points

- Folk traditions: **Easter water sprinkling, traditional weddings, pig-feast, harvest etc.**
- Physiological need: **Hunger, rest, sleep, etc.**
- Menu system: **Daily, business, subscription, etc.**

Apart from those listed all relevant examples should be accepted. We expect two examples per definition, no additional points are to be awarded, partial points, however; may be given.

4. The following definitions characterise a **particular** type of catering business. Write the name of the catering business in question on the dotted line. 3 points

- Its meal and drink selection is characteristic of a particular folkloric region.
- Is decorated with the tools of certain trades (e.g. fisherman, miller, wrangler (csikós)).
- Is often found alongside main roads.

csárda / country restaurant/ county inn

The student needs to put down one name only.

5. What tourism related concept is defined below? 2 points

Travel enterprise that buys services beforehand from service providers in large quantities at its own risk for purposes of resale.

Tour operator / tour organiser / trip organiser

Any of these definitions are acceptable for 2 points.

6. Define the following words: 3*2 = 6 points

- Package (in tourism): **A package of minimum two services in hotels or travel agencies.**
- Shipping: **The preparation of products for shipping and their delivery.**
- GDP: **The total annual value of material and non-material production of a nation.**

We are looking for obvious answers to this question. Word by word definition is not necessary, but the answer should contain the essence of the above definitions. Partial points may be given.

7. Describe in at least three sentences the relationship of catering and tourism. 6 points

In addition to domestic residents, catering provides for foreign and domestic tourists as well, and is, therefore, one of the basic service providers of tourism. This is also true the other way round, because domestic catering is dependent on tourist demand as well. This shows that tourism and catering are mutually dependent on each other.

All three relevant statements (1. Catering serves tourists, 2. Tourism provides guests for catering 3. They depend on each other) are worth two points. Partial points may be awarded. If the examinee provides any other acceptable statements, the correcting teacher may accept it at his/her discretion.

8. List five of the most important administrative-type tasks characteristic of tourism and catering: 5*1 = 5 points

1. **Business correspondence**
2. **Vouchering**
3. **Script preparation**
4. **Inventory**
5. **Control**
6. **Accounting**
7. **Administration of business transactions**
8. **Revenue and cost accounting**
9. **Preparation of work schedule**

The list above is incomplete; other answers may also be accepted. Five points or partial points may be given for five correct answers.

Basics of Hotel Management

1. Complete the following definition: 4*1 = 4 points

“A hotel is a **commercial** accommodation that provides **temporary** lodging and related **services** to guests as well as other **amenities**.”

Although this is a definition, synonyms of the missing words may also be accepted.

2. Place the following services in their correct category: 12*0.5 = 6 points

Services: wake-up service, breakfast, bell-boy, telephone in room, parking, laundry, room safe, hair salon, half-board, money exchange, behind the counter safe, airport shuttle

- Groups:
- a) Own fee-paying services: **breakfast, room telephone, parking, laundry, room safe, half-board, money exchange**
 - b) Own free services: **wake-up service, bell-boy, behind the counter safe**
 - c) External fee-paying services: **airport shuttle, hair salon**

Parking and money exchange services may also be accepted as listed under the own free services of the hotel, but the half point may only be awarded once.

3. Define the following terms:

3*1 = 3 points

Concierge: **Port or porter**

Examinees may paraphrase by explaining that in case of the three-fold distribution of the Front Desk this is the work area, which provides various services to guests during their stay (e.g. bell-boy, message transmission, information...). Definitions using the word 'reception' are not acceptable.

Housekeeper: **Hotel or floor manager**

Paraphrasing is acceptable, the answer is, however; wrong, if the examinee confuses the term with the floor work area (Housekeeping).

Lobby: **Hotel foyer**

The term 'hall' is not acceptable as it is only part of the foyer. The examinee may paraphrase (e.g. the area which the guest enters through the main entrance, the Front Desk is found here...).

All correct answers are worth 1 point.

4. Write on the dotted line the name of the job the responsibilities of which include the following: 2 points

In smaller hotels he/she works as part of the Front Office, while in larger hotels he/she is the head of an independent department. He/she is responsible for overall sales tasks of the hotel, executing contracts with existing partners as well finding new prospects. Besides observing the competition he/she also performs PR activities.

Sales and marketing manager

The executive criterion excludes all other jobs in the field of marketing. The terms Head of Marketing and Marketing Director are also acceptable.

5. Explain the following concepts briefly:

3*2 = 6 points

Marquis: **Roof over the main entrance of the hotel.**

Card-key: **The guest receives this at check-in, and may use it to certify, which room he/she occupies.**

Half-board: **The guest pre-orders two main meals from the hotel, this can be breakfast and lunch, or more often breakfast and dinner.**

All unambiguous answers, which are identical in content to the above, are worth 2 points each. In case of insufficient or imprecise answers 1 point should be awarded.

6. The questions below deal with the grouping of hotel income and costs. In each case underline the **two** answers, which you think are correct. 3*2 = 6 points

a) Room rental (hotel) revenue includes

- **Room revenue.**
- Room revenue with breakfast.
- **Telephone revenue.**

Revenue from breakfast is classified under catering costs, even if the guest pays for it together with the room.

b) General (undivided) costs include

- **Sales costs.**
- Production costs.
- **Maintenance costs.**

Production only happens in the field of catering; therefore, its costs are classified under the direct costs of catering.

c) Constant costs include

- Cost of prospectuses.
- **Loss in value (amortisation)**
- **Rental fee**

The cost of publishing prospectuses should be listed under sales/marketing costs.

Each correct underlining is worth 1 point.

7. Name 6 well-known international hotel chains: 6*0.5 = 3 points

Any six of the following or any other existing hotel chains are acceptable:

Hilton, Marriott, Kempinski, Sofitel, Ibis, Accor, Holiday Inn, Novotel, Hyatt, Intercontinental, Le Meridien, Park Plaza, Four Seasons, Best Western, Mercure, Carlson, Club Mediterranée, Forte, Choice Hotels, Radisson, Corinthia, Penta, Ramada, Ritz-Carlton...

8. Find the odd one out in the following list (indicate by underlining) and explain your answer. 1+2 = 3 points

Colour television, computer connection, telephone, room safe, radio, second telephone line, shaving socket, trouser press

Shaving socket

Explanation: Shaving socket, because it is a bathroom fixture, while all others are living area fittings. All other logical answers are also acceptable. Selecting the correct item is worth 1, while correct explanations are worth 2 points.

Basics of Marketing

1. In the course of the evolution of marketing, which phases (eras) can be characterised by the following statements? Write the name of the phase under the statements on the dotted line.

4*1 = 4 points

- Market demand exceeds supply.

Production-oriented era

- „The consumer is the king”.

Consumer-oriented era

- One-sided creation of demand for a concrete product.

Sales-oriented era

- Recognising threats to the environment.

Society-oriented era

Only these definitions are acceptable. All correct answers are worth 1 point.

2. The combination of marketing tools used in various situations which provide optimal results is called the marketing-mix (4P). List the 4 P's.

4*1 = 4 points

1. **Product/product policy**
2. **Price/price policy**
3. **Place/Distribution channels/sales policy**
4. **Promotion/marketing communication/market manipulation/communication**

Any of these is acceptable. In case of partial solutions, partial points should be awarded. Only one solution per line can be rated.

3. Define the following concepts:

4*2 = 8 points

Market:

The totality of actual and possible sellers and buyers, and the system of relations between them. /Meeting point of demand and supply.

Price:

Equivalent of product/goods as expressed in currency.

Supply:

The totality of available products offered for sale./A group sellers that enters the given market with a product.

Segmentation:

Specializing for submarkets. A process that targets becoming more familiar with the market and one that divides it into homogeneous parts.

Obviously, we do not expect examinees to regurgitate these answers word by word. If the examinee managed to include the gist of the answers, then 2 points should be awarded. For incomplete definitions partial points (1 point) may be awarded, as appropriate. Points must be awarded, if the examinee puts down definitions they used in other subjects.

4. Why is personal sales considered one of the most important market manipulation tools? List at least four factors in your answer. 4*1 = 4 points

Services are, in fact, intangible products. Guests buy a promise of a service. In person, verbal influence is more emphatic than e.g. paid advertisements. Guests' choice is more difficult, if choosing the product involves great risks. Communication yields more flexible, immediate results. They are considered more reliable, objective sources of information. The role of personal attraction is significant. Experience further intensifies the credibility of a personal message. We can emphasize product characteristics that are important for the guest.

Apart from the above there are other reasons that might be acceptable for the teacher in question. The most important things, however, are featured in the above answers. The maximum 4 points can be given, if the examinee listed at least four reasons. Partial points can be awarded as appropriate, additional points, however, may not.

5. Decide if the following statements are true or false. Circle the correct letter preceding the statement. 4*1 = 4 points

T – F 1. Seasonal price is related to the topic of price differentiation.

T – F 2. In case of cost-oriented pricing, purchase price is not used, instead operating costs are accounted.

T – F 3. The direct sales route involves two steps, as the producer sells its products directly to the consumer.

T – F 4. Consumer behaviour is not influenced by the broader socio-economic environment (macro-environment).

Decisions do not have to be explained, if items are circled correctly, one point should be awarded. The second definition is incorrect, because purchase prices do have to be used in cost-oriented pricing. Third statement: The direct sales route involves only one step. Fourth statement: The problem is that the macro-environment does, in fact, influence consumer behaviour.

6. What special treatment would you give to a VIP (Very Important Person) guest in an urban, centrally located hotel? Give three examples. 3 points

- **Welcome packet: flowers, sweets, favourite drink**
- **Putting him/her up in one of the hotel's "own" rooms**
- **Special treatment**

Three points should be awarded, if the examinee lists three different possibilities. Other answers may only be accepted as deemed appropriate by the teacher in question. The variety of special treatment a VIP guest can receive usually has nothing to do with the hotel type.

7. Complete the following definitions: 6*1 = 6 points

1. **Advertising** is a bridge between demand and supply; a series of steps, which do not involve a personal relationship that are used to inform potential guests about supply, while also trying to convince them of its advantages.

2. **Packaging** does not only safeguard and separate the product, but it can also be used to differentiate and identify products. Various types include producer, commercial and consumer.

3. A **trademark** is a legal safeguard for the protection of a distinctive marking, which can be a name, number or graphics.

4. Prospectuses, fliers, catalogues, maps, and travel guides are **printed/visual/visually stimulating** advertising media.

5. Steps of the **classical/traditional** sales route: Producer → Merchant wholesaler → Retailer → Consumer.

6. Three different, basic methods—or a combination thereof—is used to collect **primary/our own/first-hand/specific purpose** information, namely observation, questioning, and experimentation.

All correct answers are worth 1 point. The alternatives—if any—are indicated in the answers. Synonyms must be accepted!