

Writing 1 – Report

MINTAFELADAT:

You are Kiss Dóra/Donát, and you work for a Canadian hotel chain that is planning to build a new spa hotel in a city in Hungary. Write a report of 350-450 words to your superior, Mr Randall Smith, recommending a location where the hotel can be built.

Include the following aspects and information in the report:

- explain which city would be the ideal location to build the hotel and why
- describe the hotel that will be built
- describe the services and facilities and the target group of the hotel
- outline the options for financing the project

MINTAMEGOLDÁS:

Report on Where to Build a New Spa Hotel in Hungary

Mr. Randall Smith, the CEO of *Sonora Resort Wellness Hotels Canada* has asked me to write a report on the possibilities of building a spa hotel in Hungary in 2017.

Hungary is an ideal location for any investment in spa, wellness and health tourism. Looking at all the determining factors and circumstances, today Siófok in Somogy county is the finest place to have the spa hotel built. In recent years Siófok has become one of the most important centers of health tourism due to the thermal water spring found in Nagyberény. A large bath complex called *Galerius* near Siófok offers its guests thermal water from Nagyberény. The bath is located outside the city and can be accessed only by car. This fact automatically raises an as yet unexploited idea, namely to build accommodation right in the vicinity of the bath.

Galerius boasts high popularity, especially among elderly tourists. European spa tourists come in large numbers to enjoy the facilities at the bath. Typically guests between the ages of 50 and 70 are return guests in *Galerius*, but Hungarian families also visit the bath and in recent years well-off elderly Russian tourists have come in high numbers to Siófok. These tourists could be the guests of the new hotel.

When designing the building, we should focus on the target group we would like to attract: mostly senior guests, who are looking for spa treatments and comfortable accommodation. There should be easy and safe access from the hotel to the bath, and all the equipment and fittings in the rooms should be designed in a way that appeals to the elderly. It is essential to have a large lounge with comfortable seating for the elderly to pass the time. They will definitely need a place to relax, socialize or enjoy culinary delights.

The local council of Siófok is aware of the importance of this investment and is keen on helping it to be accomplished. They are willing to sell the building plot at a deeply discounted price. In addition, they will allow exemption from the local tax for the first two years.

I recommend the drawing up of a detailed business plan as well as the commencement of negotiations with the representatives of the local council of Siófok. We should find out what licenses (if any) we need to ask the Hungarian government for and what financial backing the government may give us. I suggest we start looking for a company that will build the hotel as well.

Writing 2 – Report

MINTAFELADAT:

You are Török Anna/András, the deputy manager of a guesthouse catering for guests keen on equestrian vacations. You have recently seen a job advertised by a riding centre called *Super Riding* in New Zealand. *Super Riding* is looking for a new deputy manager. Write an e-mail of 180-220 words to the riding centre in which you

- describe where you work, your position and responsibilities
- write about your qualifications and work experience
- explain what skills make you the perfect candidate for the job advertised
- describe why you want to work for *Super Riding*

MINTAMEGOLDÁS:

Dear Sir/Madam,

I am writing to apply for the post you advertised in *Equestrian World* last month.

Presently I am working as a deputy manager at 'Paripa' riding centre in Hungary, which offers equestrian services. My tasks have familiarized me with hippotherapy and my responsibilities include the financial side of the business as well.

I would welcome the chance to work for your company as I have long admired the quality of the services you provide. I am eager to gain experience by seeing and learning how things are run at your centre.

I have a variety of skills which can be developed to meet your specific needs in the future. I believe my educational background in tourism management, my leadership skills, and track record of effective management in business affairs involving equestrian tourism would enable me to make a strong contribution to your business. I am fluent in English and I would definitely enjoy working in an English-speaking environment.

I would be pleased to discuss my curriculum vitae with you in more detail at an interview. In the meantime, please do not hesitate to contact me if you require any further information.

I look forward to hearing from you.

Yours faithfully,

András Török