

GAZDÁLKODÓ C1 IDEGENFORGALOM PROFIL KÉTNYELVŰ – AZ ÍRÁSFELADATOK MINTAMEGOLDÁSAI

Íráskészség 1 – Beszámoló

Ön Kiss Dóra/Donát, egy Magyarországon terjeszkedni kívánó kanadai szállodalánccal dolgozik. A szállodalánc szeretne Magyarországon egy wellness szállodát építeni. Írjon előljárójának, Mr Randall Smithnek, egy 350-400 szavas beszámolót amelyben

- leírja, mely magyar város lenne a legalkalmasabb a szálloda megépítésére és miért
- vázolja, hogyan fog kinézni a tervezett épület és helyiségei
- kitér a hotel által nyújtandó szolgáltatásokra a lehetséges vendégkörre
- vázolja a projekt finanszírozási lehetőségeit

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.

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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.

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Íráskészség 2 – E-mail

Ön Kovács Barbara/Benedek, a magyarországi *Paripa* lovaspanzió üzletvezető-helyettese. Írjon az új-zélandi *Super Riding* lovascentrum álláshirdetésére (üzletvezető-helyettest keresnek) egy 180-220 szavas motivációs e-mailt, amelyben:

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- leírja, hol, milyen munkakörben dolgozik, mik a feladatai
 - bemutatja ismereteit és munkatapasztalatait
 - részletesen ír motivációjáról és rátermettségéről
 - válaszolja, miért épp a *Super Riding*nál szeretne dolgozni
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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,

Barbara Kovács