



**FACULTY OF HOSPITALITY & TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU1324 INCENTIVE TOUR MANAGEMENT**  
Semester & Year : January - April 2020  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- 1. This question paper consists of FIVE (5) essay questions. Answer ALL questions.**
- 2. Candidates are required to submit the typed answers script along with the declaration form at the end of the examination via CN.**

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**INSTRUCTION(S):** There are **FIVE (5) ESSAY QUESTIONS**. Answer **ALL** questions.

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**QUESTION 1**

- a) Based on your understanding, explain the concept of incentive travel. (5 marks)
- b) Incentive travel makes use of the services and facilities of every sector of the tourism industry. Identify and explain **FIVE (5)** of the incentive travel suppliers. Illustrate your answers with an example. (15 marks)

**QUESTION 2**

- a) Explain the **FIVE (5)** steps of planning a process to make a successful incentive travel. (10 marks)
- b) Incentive travel is a great way to motivate and reward the incentive winners. Determine **FIVE (5)** benefits of incentive travel for both employees and companies. (10 marks)

**QUESTION 3**

- a) Identify at least **FIVE (5)** travel essential checklist items for a business traveler. (5 marks)
- b) Sarah is planning for an incentive travel programme for an oil and gas company from Qatar and majority of the participants are Muslims. Explain **FIVE (5)** factors which should be considered by her when planning the programme, in order to fulfill the Muslims faith-based needs. (15 marks)

**QUESTION 4**

Singapore, Bangkok, Kuala Lumpur and Shanghai are listed in the top 10 most popular incentive travel destinations in 2020 Global Meetings & Events Forecast by American Express.

Choose **ONE (1)** of these destinations and discuss **FOUR (4)** factors of it being a preferred destination. (20 marks)

**QUESTION 5**

As an incentive planner, you have been assigned to design an incentive travel programme for Herbalife Taiwan. Choose **ONE (1)** of the following destinations and prepare a proposal of a 3 days and 2 nights incentive travel programme. (20 marks)

- Langkawi
- Penang
- Sabah

**END OF EXAM PAPER**