



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1324 – INCENTIVE TOUR MANAGEMENT**
Trimester & Year : January – April 2021
Lecturer/Examiner : Ms. Nabila Mohd Yunus
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

 PART A (60 marks) : Answer SIX (6) structure type questions. Answers are to be written in the Answer Booklet provided.
 PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exceptions of multiple choice questions, where 2B pencils are to be used.

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.

Total number of pages = 3 (Including the cover page)

PART A : STRUCTURE TYPE QUESTIONS (60 MARKS)
INSTRUCTION(S): There are **SIX (6)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

Describe **FIVE (5)** concepts of incentive travel. (10 marks)

QUESTION 2

Identify and explain **FIVE (5)** steps in selecting an incentive travel destination. (10 marks)

QUESTION 3

Identify and explain the **FIVE (5)** incentive travel suppliers. (10 marks)

QUESTION 4

Explain **FIVE (5)** strategies for an effective incentive travel promotional campaign. (10 marks)

QUESTION 5

Explain **FIVE (5)** methods on how to negotiate with a hotel. (10 marks)

QUESTION 6

As a travel planner, you must excel in risk assessment and mitigation. Explain **FIVE (5)** elements of risk management plan in relation to incentive travel. (10 marks)

END OF PART A

PART B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: There are **TWO (2)** essay questions. Answer all questions in the Answer Booklet (s) provided.

QUESTION 1

The goal of incentive travel programme is to create an event that everyone enjoys and provides a memorable experience. Explain **FOUR (4)** aspects of delivering a personalized incentive travel programme. (20 marks)

QUESTION 2

You have been asked by a sporting goods retailer from China to organize an exciting, innovative incentive travel package for their most successful sales people. Construct an intensive three-day programme based on the following special requests:

- Destination must be outside the retailer's own country and must be a place that will be seen as special by the sales people.
- Provide team-building exercises and some social events.

(20 marks)

END OF EXAM PAPER