

**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **TOU2013 CORPORATE & INCENTIVE TRAVEL MANAGEMENT**  
Trimester & Year : May - August 2023  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (75 marks) : Answer all EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.**  
**PART B (25 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception 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: EIGHT (8) SHORT ANSWER QUESTIONS (75 marks)**

**INSTRUCTION(S):** There are **EIGHT (8)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**QUESTION 1**

Define the following terms:

- a) Qualifier (2 marks)
- b) Earners (2 marks)
- c) Hosts (2 marks)
- d) Incentive travel program (2 marks)
- e) Rankings (2 marks)

**QUESTION 2**

Incentive travel programs can be used to achieve a variety of desired outcomes by a corporation. Explain **FOUR (4)** objectives of incentive travel programs. (8 marks)

**QUESTION 3**

Describe **TWO (2)** types of qualifying employees for an incentive travel program. (6 marks)

**QUESTION 4**

Determine **FIVE (5)** essential elements of a successful incentive travel program. (5 marks)

**QUESTION 5**

Imagine that you are preparing a proposal for a client's team-building retreat. Identify at least **SIX (6)** suppliers that are involved in the planning. (6 marks)

**QUESTION 6**

List and describe **FIVE (5)** areas of services in which travel agents do in organizing incentive travel. Illustrate with examples. (10 marks)

**QUESTION 7**

- a) Identify **THREE (3)** problems with which consular officials can assist traveler. (3 marks)
- b) Explain **SIX (6)** principles should guide tour leaders in dealing with unexpected challenges. (12 marks)

**QUESTION 8**

Discuss **FIVE (5)** incentive travel trends for incentive winners. Illustrate your answer with examples. (15 marks)

**END OF PART A**

**PART B : ESSAY QUESTION (25 MARKS)**

**INSTRUCTION(S): ONE (1) Essay Question. Answer ALL the questions in the Answer Booklet(s) provided.**

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**QUESTION 1**

New and burgeoning trends are shaping the world of incentive travel and one of the most notable is sustainability. Today's incentive travelers are increasingly looking for accommodations and attractions that limit their impact on the environment and make a positive impact for local communities.

- a) As an incentive planner, suggest **FIVE (5)** incentive destinations that offer your client with sustainable experiences. (5 marks)
- b) Discuss how to implement sustainability initiatives into an incentive trip. Illustrate **FIVE (5)** of the initiatives with examples. (20 marks)

**END OF EXAMINATION PAPER**