



**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**
Semester & Year : May – August 2023
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (80 marks) : Answer EIGHT (8) structure type questions.
PART B (20 marks) : Answer ONE (1) essay questions.

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 (80 MARKS)
INSTRUCTION(S): There are **EIGHT (8)** structure type questions. Answer All questions in answer booklet.

QUESTION 1

- a. Define incentive travel. (2 marks)
- b. Explain **FOUR (4)** characteristics of an incentive travel. (8 marks)

QUESTION 2

- a. People travel for various reasons and the travelers can be broadly classified as *business travelers* and *leisure travelers*. Describe **FIVE (5)** differences of each of these group of travelers. (10 marks)
- b. Identify **FOUR (4)** examples of business travel. (4 marks)

QUESTION 3

- a. Distinguish the differences between *DMC* and *DMO*. (4 marks)
- b. Name **TWO (2)** examples of DMO in Malaysia. (2 marks)

QUESTION 4

- a. Describe **THREE (3)** benefits of incentive travel for both organization and employees. (6 marks)
- b. Suggest and describe **FIVE (5)** different ideas on incorporating exclusivity, unique and exotic experience features into an organization incentive programme. (10 marks)

QUESTION 5

Explain **FIVE (5)** important elements in planning an incentive tour. (10 marks)

QUESTION 6

State SIX (6) general sources of destination information.

(6 marks)

QUESTION 7

Identify EIGHT (8) strategies for effective incentive tour package planning.

(8 marks)

QUESTION 8

In countries where food and water may be contaminated, describe FIVE (5) ways to keep your clients in a good health during a journey.

(10 marks)

END OF PART A

PART B: ESSAY QUESTION (20 MARKS)

INSTRUCTION: Answer all questions in answer booklet.

QUESTION 1

Company XY is looking for a destination for its next incentive tour programme. Based on the following request, construct an incentive tour proposal for the company:

- Location : preferably an island
- Month : January 2024
- Duration : 3 days / 2 nights
- Incentive objective(s): Boosting employee's engagement, fostering teamwork and building morale.
- Brief itinerary – propose 2 ideas on tour enhancements
- Special meals – closing gala dinner with suggested theme

END OF EXAM PAPER