

PART A: SHORT ANSWER QUESTIONS (80 marks)

INSTRUCTION(S): There are **NINE (9)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

- a) Describe the abbreviations below: (7 marks)
- i. CVB
 - ii. DMC
 - iii. DMO
 - iv. MICE
 - v. USP
 - vi. UVP
 - vii. RFP
- b) Name **ONE (1)** CVB organization in Malaysia. (1 mark)

QUESTION 2

Define *Incentive Travel* based on the description given by the Society for Incentive Travel Excellence (SITE). (2 marks)

QUESTION 3

Explain **FIVE (5)** characteristics of an incentive travel. (10 marks)

QUESTION 4

As an incentive planners, it is important to understand the needs of the travel market. Identify **FOUR (4)** Incentive Travel requirements among Muslim travellers. (8 marks)

QUESTION 5

- a) Explain **FIVE (5)** important elements in planning an incentive tour. (10 marks)
- b) Suggest **THREE (3)** Corporate Social Responsibility (CSR) activities in which DMOs, DMCs and suppliers may undertake together with corporate Incentive Travel clients and planners to make participant experiences memorable and sustainable incentive trips. (6 marks)

QUESTION 6

Explain **FIVE (5)** benefits of Incentive Travel programmes.

(10 marks)

QUESTION 7

Organizing an incentive trip requires careful consideration of several factors to ensure the trip is successful and well-received by participants. Discuss **FIVE (5)** key factors when organizing incentive trips.

(10 marks)

QUESTION 8

Describe briefly the **FIVE (5)** steps in selecting a destination for an incentive travel.

(10 marks)

QUESTION 9

Identify **SIX (6)** strategies to promote an Incentive Travel programmes.

(6 marks)

END OF PART A

PART B : ESSAY QUESTION (20 MARKS)

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

QUESTION 1

Tourism is crucial to many economies, but rising global temperatures are putting parts of the industry at risk. Explain how Incentive Travel planners can assist host destinations in their climate protection efforts.

(20 marks)

END OF EXAMINATION PAPER