

Private & Confidential

## FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

## FINAL EXAMINATION

Student ID (in Figures)	:												
Student ID (in Words)	:												
Course Code & Name	:	τοι	J1324	1 INC	ENTI	/E TO	UR N	1ANA	GEM	ENT			
Semester & Year	:	MA	Y – A	UGUS	ST 202	24							
Lecturer/Examiner	:	Nab	ila M	٥hd ۱	Yunus	5							
Duration	:	2 Ho	ours										

#### **INSTRUCTIONS TO CANDIDATES**

1.	This question paper consists of 2 parts:				
	PART A (80 marks)	:	Answer all NINE (9) short answer questions. Answers are to be written in the Answer Booklet provided.		
	PART B (20 marks)	:	Answer ONE (1) essay question. 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 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: **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:
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- i. CVB
- ii. DMC
- iii. DMO
- iv. MICE
- USP v.
- UVP vi.
- vii. RFP

b) Name ONE (1) CVB organization in Malaysia.

## **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.

### **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)

(7 marks)

(1 mark)

(10 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