



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 : May – August 2019
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 = 4 (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

Define the following terms:

- a) Incentive travel (1 mark)
- b) Bleisure travel (1 mark)
- c) Podium (1 mark)
- d) Immigration (1 mark)
- e) Noncommissionable (1 mark)

QUESTION 2

List at least **FIVE (5)** check-list items for preparing an international trip. (5 marks)

QUESTION 3

Explain **FIVE (5)** priorities of a business traveller during their trip. (10 marks)

QUESTION 4

- a) Incentive travel makes use of the services and facilities of every sector of the tourism industry. Identify and describe the functions of **FIVE (5)** incentive travel suppliers. (10 marks)
- b) Describe **FIVE (5)** characteristics that mark a successful tour hotel. (10 marks)

QUESTION 5

Determine **FIVE (5)** advantages of incentive tour for the company's employees.

(10 marks)

QUESTION 6

Identify and explain **FIVE (5)** trends changing in designing an incentive travel.

(10 marks)

END OF PART B

PART B:

ESSAY QUESTIONS (40 MARKS)

INSTRUCTION:

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

QUESTION 1

a) Based on the **FOUR (4)** characteristics features in designing an incentive trip, plan a 2 days 1 night incentive tour programme for an international insurance company to Kota Kinabalu, Sabah. (20 marks)

b) As an incentive tour planner, propose **FIVE (5)** promotional campaign strategies for the above trip. (10 marks)

QUESTION 2

You have arrived at the airport ahead of your group. The airline desk supervisor tells you that the airline has blocked off group seating for your group, but has not assigned specific seats to your individual clients. Examine the following two documents (**Tour Passenger List and Airline Seat Assignment Chart**); and arrange the seating solutions on the new passenger seat listing. *Note that you can request open seats (O) to offset any logistical problems you may encounter.* (10 marks)

Tour Passenger List

- 01. Mr. Ahmad Fuad and Mrs. Suhaily Rejab (Mrs. Suhaily requests window seat)
- 02. Sara and David Striker (request aisle seat)
- 03. Wong Ah Jia and Melissa Tan
Wong Mei Ting
Wong Kai Tze
- 04. Subramaniam (request next to exit)
- 05. Mrs. Syarifah Sherry and Syarifah Alia (Infant) (request bassinet and aisle seat)

Airline Seat Assignment Chart – Malaysia Airlines (Airbus A380-800)

Code: T = Tour; R = Reserved; O = Open

	A	B	C	D	E	F	G	H	J	K
	← Exit									Exit →
60	R	O	O	R	O	O	O	R	O	T
61	R	R	R	T	T	T	T	T	T	O
62	O	O	R	R	R	O	T	O	R	R
63	R	O	R	R	O	R	R	R	R	R

END OF EXAM PAPER