

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

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU2013 CORPORATE & INCENTIVE TRAVEL MANAGEMENT**  
Semester & Year : September - December 2024  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (75 marks) : Answer all FIVE (5) short answer questions.**  
**PART B (25 marks) : Answer ONE (1) essay question.**
- 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: FIVE (5) SHORT ANSWER QUESTIONS (75 marks)**

**INSTRUCTION(S):** There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**QUESTION 1**

a. Explain the concept of *Bleisure Tourism*. (3 marks)

b. Suggest **ONE (1)** destination anywhere in the world to fulfill the following corporate clients' requests and describe with examples how the destination could satisfy their needs.

- Business travelers in the food and beverage industry that seeking for exotic and authentic gastronomy experience. (5 marks)
- Luxury experience; shopping heaven and provide space for employees to relax and re-energize. (5 marks)
- A blend of traditional and modern culture experience. (5 marks)

**QUESTION 2**

a. Distinguish **FIVE (5)** products and services that could be offered to a business traveler. (5 marks)

b. Describe **FIVE (5)** vendors that are involved in the development of an incentive travel. (10 marks)

**QUESTION 3**

Discuss **FIVE (5)** elements of risk management plan in order to ensure the safety of incentive participants. (15 marks)

**QUESTION 4**

Artificial Intelligence (AI) has a wide range of applications in incentive travel especially enhancing both the planning process and overall experience for participants. Describe how AI can leverage the incentive travel industry across various aspects. (12 marks)

**QUESTION 5**

When designing incentive tour programme, it is essential to recognize that different generations have distinct preferences, values and motivations. Determine the following generations' incentive preferences and provide **THREE (3)** examples of their programme elements.

- Baby boomers (5 marks)
- Generation X (5 marks)
- Millennials/Generation Z (5 marks)

**END OF PART A**

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

**INSTRUCTION(S): ONE (1) Essay Question.**

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**QUESTION 1**

COVID 19 has created unprecedented disruption which requires a new look at the world of incentive travel. Discuss the future trends of incentive travel after the pandemic. (25 marks)

**END OF EXAMINATION PAPER**