

- Topic:
- **Loyalty Programs**
- Procedures:
- Write a 500-word paper, double spaced, on the following:
- Select one business (in flights, hospitality, or tourism) and identify the loyalty program.
- Describe the loyalty program for this business and identify the financial and non-financial rewards.
- List the advantages and disadvantages of this loyalty program.
- Make one suggestion on how you would improve this loyalty program further.

