Module Title: Globalisation and the Experience Economy
Level: Four
Time Allowed: Two hours

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Answer **three** out of **five** questions.
- All questions are equally weighted.

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Answer three out of five questions.

1. Using illustrative examples from the sport, tourism or events industry, critically evaluate the extent to which Pine and Gilmour’s (1999) theory of the experience economy is still relevant today.

2. Critically discuss the following statement drawing on examples from the fields of sport, tourism or events: Transnational Corporations based primarily in the Global North exploit countries in the Global South.

3. Drawing on examples relating to the experience economy, critically discuss the contention that the world is becoming more homogenous as a result of globalisation.

4. According to the Intergovernmental Panel on Climate Change (2013, p. vi) ‘human influence on the climate system is clear’ and it has been ‘the dominant cause of the observed warming since the mid-20th century’. Critically discuss the role of events, sport, or tourism in contributing to climate change and the potential impacts of climate change for the experience economy.

5. Drawing on industry examples, critically discuss the impacts of globalisation on one of the sectors of your choice.

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End of Paper