Summer Examinations 2016

LEI101016N

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 two out of four questions.
- All questions are equally weighted.

No. of Pages: 2
No. of Questions: 4
Answer two out of four questions.

1. Critically discuss international non-governmental organisations operating in or relevant to the field of sports, events, or tourism.

2. Critically discuss the paradoxical relationship between tourism, sport, or events and climate change outlining what the industry can do to mitigate and adapt to the latter.

3. Pine and Gilmore (2011) contend that today’s economy is centred on experiences. According to Pine and Gilmore, if an experience is to be memorable and successful, it must: have a theme; harmonise impressions with positive cues; eliminate negative cues; mix in memorabilia; and engage the five senses. Critically evaluate an experience you are familiar with considering any threats to its survival.

4. Critically discuss ‘terrorism’ in the context of sports, tourism, or events.

End of Paper