



Queen Margaret University  
EDINBURGH

**SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT**

**DIVISION OF BUSINESS, ENTERPRISE AND MANAGEMENT**

**LEVEL 3 DIET 2**

**MODULE CODE: B3140**

**MODULE TITLE: Recreating the City: Events and Regeneration**

|                                     |                                       |
|-------------------------------------|---------------------------------------|
| <b><u>DATE: 24/07/2017</u></b>      | <b><u>TIME: 2.00PM</u></b>            |
| <b><u>WRITING TIME: 2 hours</u></b> | <b><u>READING TIME: 5 minutes</u></b> |

**INSTRUCTIONS:**

There are six questions in the exam paper. Please answer **THREE** questions of your choice. All questions have equal value.

**PAPER SETTER: Dr Cathy Matheson/Mhairi Sumner**

Answer THREE questions in essay style format.

**Remember to write the question number against your answer in the answer book provided.**

1. Critically discuss the most important ways in which events assist tourism development in cities and, in addition, how events can be used to develop tourism on a long-term basis in cities undergoing regeneration.
2. Critically discuss the contribution to successful urban regeneration of event related economic and cultural impacts and legacies.
3. Critically discuss the concepts which facilitate an understanding of social regeneration, and critically evaluate the extent to which the 'demonstration effect' in event-hosting communities can aid social regeneration.
4. Events can be used effectively to change negative images associated with cities undergoing regeneration. Events, in addition, contribute to long-term and positive image change. Critically discuss.
5. Critically compare and contrast current approaches to measuring economic and cultural impacts of event regeneration.
6. Critically evaluate the different ways in which events can be used as agents of regeneration to contribute to existing plans within cities.

**End of Paper**