



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

<u>DATE: 26/07/2016</u>	<u>TIME: 9.30AM</u>
<u>WRITING TIME: 2 hours</u>	<u>READING TIME: 5 minutes</u>

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.

1. Given that there are different phases in the evolution of event regeneration, critically discuss the main similarities and differences between current event regeneration and its previous phases.
2. Critically discuss the proposition that image development associated with event regeneration focuses on positive place images and, furthermore, that image development contributes little to urban regeneration.
3. Events have a short term effect on tourism development and, furthermore, the tourism development associated with events does not contribute to urban regeneration. Critically discuss this statement.
4. Commentators have suggested that there are models of good practice in event regeneration which can be adopted by -event host cities. Critically discuss this statement.
5. There are a variety of ways in which events can be used as agents of regeneration. Critically discuss the proposition that the most influential ways in which events can be used for this purpose are to address structural problems and to accelerate urban regeneration plans.
6. Critically discuss the ways in which physical and social legacies can contribute to urban regeneration.