



Queen Margaret University
EDINBURGH

SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT

DIVISION OF BUSINESS, ENTERPRISE AND MANAGEMENT

LEVEL 3 DIET 1

MODULE CODE: B3140

MODULE TITLE: Recreating the City: Events and Regeneration

<u>DATE: 12/12/2016</u>	<u>TIME: 2.00PM</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 in the answer book provided.

1. There are five phases in the evolution of event regeneration. Critically compare and contrast Phase 1 (urban development and expansion) and Phase 3 (addressing deindustrialisation) of the evolution process in terms of their respective contribution to regeneration.
2. Critically discuss how events can aid image development in cities undergoing regeneration and its ensuing challenges.
3. Events can be used as agents of urban regeneration. Critically compare and contrast the use of events as flagships and as platforms to showcase urban development in terms of successful regeneration. In addition, consider the role of critical factors which could impact on the delivery of effective regeneration.
4. Critically compare and contrast the culture-led and cultural regeneration models in relation to events. Critically discuss the extent to which contemporary event-hosting cities can learn from cities that are perceived to be models of regeneration through events.
5. Critically discuss the over-arching rationale and challenges in the measurement of event outcomes, and critically discuss how the outcomes of the London Olympic and Paralympic Games are being measured.
6. Critically discuss the purpose of social regeneration, and critically evaluate how events can contribute effectively to social regeneration within communities.