



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: 24 July 2018</u>	<u>TIME: 2 PM</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: Cathy Matheson/Rebecca Finkel

**Answer THREE questions in essay style format.
Remember to write the question number against your answer in the
answer book provided. Please use one answer book per question.**

1. Explain what 'place image' is and critically discuss *why* cities undergoing the regeneration process are using events to develop their image, and *if* this can be a successful tool for image change. Use examples to illustrate the answer.
2. Critically discuss the respective contribution to regeneration of events-related visits from tourists as well as tourism related infrastructure developed for events.
3. Critically evaluate the contribution of economic impacts and legacies to regeneration, and critically discuss challenges in the legacy-planning process.
4. There are different phases in the evolution of event regeneration. Critically discuss the contribution of Phase 3 (addressing deindustrialisation) to effective regeneration and the extent to which Phase 3 has influenced contemporary event regeneration.
5. Cultural flagship projects are the most significant type of agents of regeneration. Critically discuss this statement.
6. Critically analyse the measurement of social and economic outcomes of events by explaining how the measurement process is done and why this is necessary. Support arguments with examples.