



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: 19/12/18</u>	<u>TIME: 14.00</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. There are different phases in the evolution of event regeneration. Critically discuss the characteristics of Phase 4 (place marketing, partnerships and economic development) and Phase 5 (intangible outcomes and legacy) in terms of their respective contribution to long-term regeneration in event host cities.
2. Critically discuss the conceptualisation of event legacy and critically evaluate how the social and cultural impacts and legacies of events can contribute to regeneration.
3. Critically discuss how events can be used as agents of regeneration to *address structural problems* and *showcase urban developments*.
4. Critically evaluate two benefits of social regeneration (for example: civic pride, demonstration effect, involvement, or another benefit of your choice) and discuss how events can contribute to these respective areas.
5. Critically discuss the characteristics of the *culture-led* and *event-themed* models of regeneration as well as the extent to which they are models of good practice for event host cities.
6. Critically discuss the measurement of EITHER the social OR economic outcomes of events and, in general terms, critically discuss the rationale for the measurement of event outcomes.