

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1523 SPECIAL EVENT MANAGEMENT**
Trimester & Year : January 2020 - April 2020
Lecturer/Examiner : Reuben Chen
Duration : 3 days

INSTRUCTIONS TO CANDIDATES

1. This case study question paper consists of 4 questions:
 - a) Students are required to conduct their research around the article provided and answer each question accordingly.
 - b) Each answer is limited to a word count of 200 – 250 words.
 - c) Only references from reliable and valid sources will contribute marks.
2. Candidates are required to submit the answers through The CN portal. Submission after the deadline will not be entertained.
3. Only typed out answers are allowed. Writings on paper will not be accepted.
4. Fill in the “Honour and Authenticity Declaration Form” and submit together with this.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Title: Olympics Games: Tokyo 2020 to be rescheduled to no later than summer 2021, IOC and Japanese organisers

ATHENS: The International Olympic Committee and Japan's Prime Minister Shinzo Abe have concluded the Tokyo 2020 Olympics must be postponed, and held no later than the summer of 2021, the IOC and Tokyo 2020 organisers said on Tuesday (March 24).

After a call with IOC president Thomas Bach, Abe said the July 24-Aug. 9 event would be rescheduled for the summer of 2021 at the latest, as proof of victory over the coronavirus.

Meanwhile, in Tokyo, it was announced that the postponed Olympics will retain the name "Tokyo 2020" despite being held next year, the city's governor said on Tuesday.

"The name will remain Tokyo 2020," Yuriko Koike told reporters after Japan's prime minister said he agreed a year's delay with the head of the International Olympic Committee because of the coronavirus pandemic.

"First, no cancellation has been confirmed. It's clear. And a goal -- by summer in 2021 -- has become concrete. "It's also a very concrete guide for athletes as well. I think it's a big thing." Koike said.

Source: Adapted from TheStarOnline: <https://www.thestar.com.my/news/regional/2020/03/24/olympics-games-tokyo-2020-to-be-rescheduled-to-no-later-than-summer-2021-ioc-and-japanese-organisers>

Question 1

Rescheduling the Tokyo 2020 Olympics can lead to several impacts on a destination. Using the example above, analyze and discuss how the impacts affect Tokyo as a destination. **(25 marks)**

Question 2:

Many stakeholders will be affected by such decision made, recommend **FOUR (4)** methods in managing the relevant stakeholders to ensure that the organizer-stakeholder relationship is well maintained. **(25 marks)**

Question 3:

Compare the technical similarities and/or differences in organizing an Olympic game to another event of such magnitude. **(25 marks)**

Question 4:

Having looked at the themes used for previous Olympics' opening ceremony, conceptualise a theme and propose ways for Japan in executing the opening ceremony in relation to the theme. **(25 marks)**

END OF EXAMINATION PAPER