



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

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **EVE1103 THE EVENT INDUSTRY**  
Semester & Year : May – August 2020  
Lecturer/Examiner : Aaren Pang Kah Weng  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**
  - SECTION A (60marks) : Answer all FOUR (4) short answer questions.**
  - SECTION B (40marks) : Answer all short essay questions.**

**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.

**Total Number of pages = 5 (Including the cover page)**

**SECTION A:                   FOUR (4) SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S):        Answer all questions**

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**Case study 1: Olympics**

In the late 19th century and have become the world's preeminent sporting competition. The Games were held every four years. The Olympics truly took off as an international sporting event after 1924, when the VIII Games were held in Paris. Some 3,000 athletes (with more than 100 women among them) from 44 nations competed that year, and for the first time the Games featured a closing ceremony. The Winter Olympics debuted that year, including such events as figure skating, ice hockey, bobsledding and the biathlon. Eighty years later, when the 2004 Summer Olympics returned to Athens for the first time in more than a century, nearly 11,000 athletes from a record 201 countries competed. In a gesture that joined both ancient and modern Olympic traditions, the shotput competition that year was held at the site of the classical Games in Olympia.

The International Olympic Committee (IOC) is a not-for-profit independent international organization that is committed to building a better world through sport. Created on 23 June 1894, just under two years before the first Olympic Games of the modern era in April 1896, the IOC is the supreme authority of the Olympic Movement. The IOC is the owner of the global broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and internet platforms – and is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements.

Olympic Movement also encompasses the Organising Committees for the Olympic Games (OCOGs), the national associations and clubs, particularly the athletes, as well as the judges, referees, coaches and the other sports officials and technicians.

*Source: Olympics, 2020. Retrieved from <https://www.olympic.org/about-ioc-olympic-movement/>*

### Question 1

- a) Rita, the event manager has been tasked to organize the above event, advise her on **TEN (10)** stakeholders that she should engage in the planning stage (10 marks)

Answer:

- b) Explain the role of the identified stakeholders stated above. Support your answer with example (10marks)

Answer:

### Case study 2 : Sustainability of the 2016 Rio Summer Games

Rio de Janeiro (Rio) Olympic bid win was a historic moment for the Olympics, and for South America. This was the first time a South American country had ever hosted the Summer Olympic Games (Macur, 2009). The reaction from the Rio Olympic Organizing Committee and from the residents in Rio was positive. Officials in Rio even declared a holiday for state and city employees (Downie, 2009).

The Olympics were expected to provide a number of benefits to Rio, one being the chance to clean the waterways, bays, and beachfront water in and around the city (Rio, 2009). Cleaning the waterways would also improve conditions for athletes competing in the open water events (e.g., triathlon, sailing, marathon swimming). Additionally, the Rio Olympic Organizing Committee promoted this project as a legacy of the Games, something that would benefit Rio's residents for years to come (Rio, 2009). From a historical perspective, Rio has not always struggled with water quality. The population in Rio has grown so fast that sanitation and other infrastructure has not

been able to keep up. Rio had hoped to utilize the Olympic movement to improve water conditions by capturing and treating 80 percent of the sewage flowing into the Bay (Rio, 2009). This would not only make the outdoor water sport events safer, it would also improve one of the city's most valuable natural resources.

The feelings of optimism and joy that followed Rio winning the Olympic bid in 2009 decreased as the 2016 Summer Olympics approached. Just as supporters danced in the streets as the Olympics were granted to Rio in 2009, thousands showed their displeasure with the Olympics coming to Rio by protesting just days before the Games were to start (Phillips, 2016). In addition, progress on the water treatment plan stalled and the goal of achieving 80 percent water sanitation went unmet (Branch, 2016). Just 49 days before the opening ceremonies for the Olympics, Francisco Dornelles, the Governor of Rio, was forced to declare a state of emergency and request support from the Brazilian government (Watts, 2016). Dornelles pled for financial assistance, saying that support was needed in order to avoid "total collapse in public security, health, education, transport and environmental management" (Kennedy, 2016, para. 4).

This case focuses on the environmental challenges for Rio, specifically examining water quality and the potential health impact the water had on athletes competing in water sports during the Summer Olympics. Next, the case examines Rio's challenges after winning the bid, specifically the economic, political, and cultural challenges. The case concludes by discussing the reactions from athletes during the Games.

Sport facilities built for the purpose of hosting the Olympics are large facilities accommodating hundreds of thousands of spectators and athletes. Dozens of new venues are usually built specifically as Olympic venues, costing hundreds of millions of dollars (Long, 2016). In the case of the Rio Games, ten permanent new sites and seven temporary sites were built (IOC, 2016a). Furthermore, it require additional accommodations such as parking areas, auxiliary commercial and recreational activities, and well developed transportation infrastructure to move spectators, athletes, and officials. This in turn raises concerns about a significant increase in traffic, water consumption, and waste production along with air quality and energy conservation. Scholars have argued that unless the rights holders of mega-events change their candidacy and selection processes, these events will inevitably be detrimental to the host city (Gaffney, 2013).

Source : Trendafilova.S. , Graham.J. & Bemiller.J. (2018). Sustainability and the Olympics: The case of the 2016 Rio Summer Games, *retrieved from [http://www.susted.com/wordpress/content/sustainability-and-the-olympics-the-case-of-the-2016-rio-summer-games\\_2018\\_01/](http://www.susted.com/wordpress/content/sustainability-and-the-olympics-the-case-of-the-2016-rio-summer-games_2018_01/)*

### Question 2

Discuss **FIVE (5)** positive impact to Rio de Janeiro as the host of Olympic 2016 (10 marks)

Answer:

### Question 3

Discuss **FIVE (5)** negative impact to Rio de Janeiro as the host of Olympic 2016 (10 marks)

Answer:

### Question 4

Identify and explain **FIVE (5)** skills required by an Event Manager to oversee a wedding effectively. (20 marks)

Answer:

**END OF SECTION A**

**SECTION B: ONE (1) SHORT ESSAY QUESTION (40 marks)**

**INSTRUCTION(S): Answer all questions**

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**Question 1**

Mr and Mrs Chan have assigned you to prepare a proposal for their wedding anniversary. As an event organizer, discuss the services that can be provided to support the event. (40 marks)

Answer:

**END OF EXAMINATION PAPER**