

An Evaluation Of The Implications Of Mega Sporting Events On Cross-Cultural Interactions: A Case Of The 2022 Fifa World Cup In Qatar.

Captain Eng. Khalifa Nasser K A AL-Dosari
Post Graduate Student (PhD): Brunel University London
Corresponding Author: Captain Eng. Khalifa Nasser K A AL-Dosari

Abstract

This study evaluated the impact of mega sports events on cross-cultural interactions with Qatar 2022 FIFA World Cup as the case study. The study was anchored on Hall's cultural identity theory. The dependent and independent variables were conceptualised using Nico Schulenkorf sports for development Framework. A case study research design was adopted for the study. Questionnaires were used for primary data collection. The data collected was edited, cleaned and entered in SPSS version 25 for data analysis which was done through the use of descriptive statistics such as frequencies and percentages and measures of central tendency such the mean. The relationship between the dependent and independent variables was determined through the use of multiple linear regression. The significance of the study results was assessed through the use of one-sample t-tests for the descriptive statistics and ANOVA test results for the multiple linear regression. The main findings of the study demonstrated that the residents of Qatar have a schema of the 2022 FIFA World Cup. The residents perceived that there are positive and negative intangible effects of the 2022 FIFA World Cup mainly on socio-cultural dimensions. The residents also perceived that organisation, preparation and participation of Qatar in 2022 FIFA World Cup have a significant impact on cross-cultural interactions leading to short-term and long-term cultural transformations. The study also found that traditional related challenges and the strict religious foundation of Qatar concerning tolerating cross-cultural interactions could be a challenge to enhancing cross-cultural interactions as a result of hosting the 2022 FIFA World Cup. The use of simple random sampling in selecting the respondents from Al Khor region and the study's failure to include foreign expatriates and immigrants who have invaded Qatar may limit generalisation of the findings to entire Qatar. Therefore, further studies should focus on the foreign expatriates and immigrants on their perceptions towards the impact of Qatar 2022 FIFA WC on cross-cultural interactions of minorities and disadvantaged populations in the country. Studies should also be conducted as the event approaches to evaluate the new trends on the impact of Qatar 2022 FIFA WC on cross-cultural interactions.

Date of Submission: 02-08-2020

Date of Acceptance: 17-08-2020

I. Introduction

1.1 Background to the Study

Maurice Roche perceives a mega sporting event as a top-rated worldwide sports event whose duration is short-lived, with a wide global media coverage leading to lifelong international and national significance with complex requirements in terms of preparation encompassing multiple scopes such as environmental, social, and economic amongst others.¹ Eduardo Fayos-Sola expounds more on the meaning of a mega sporting event by emphasising the numerous consequences for the host country, with significant effects on sectors such education, tourism, transport and travel, social and cultural and infrastructure, forming the basis for wide-range transformations, both positively and negatively.² However, Lienhard and Preuss state that very few events in the sports arena are categorised as mega sporting events, with the Olympic Games (OG) and Federation *Internationale de* Football Association (FIFA) World Cup (WC) being the most popular.³ On the other hand, Małgorzata Rozkwitalska defines cross-cultural interactions as an act of a person from one culture on another

¹Maurice, Roche, "Mega-events and modernity revisited: globalisation and the case of the Olympics." *The sociological review* 54, no. 2_suppl (2006): 27.

² Eduardo, Fayos-Solá, "The impact of mega events." *Annals of tourism research* 25, no. 1 (1998): 244.

³ Pierre Lienhard, and Preuss Holger. *Legacy, sustainability and CSR at mega sport events: An analysis of the UEFA EURO 2008 in Switzerland*. Springer, 2014: 6

individual whose culture is different.⁴ Cross-cultural interaction is simply envisioned in terms of people's movement from one culture locality to another. However, there are other complexities since it involves people's way of interaction and recognises that no culture is pure or isolated from change.⁵ Cross-cultural interactions, therefore, extend further than simple cultural identifications and focus on behind the scene where the continuous transformation of cultural identities occurs.⁶

Rozkwitalska further characterises cross-cultural interactions across the dimensions: modes of contact, the mastermind (s) of and partakers of the contact, contact location, goods and ideas exchanged through contact and the consequences of cross-cultural impacts.⁷ In the context of mega sporting events, participants, players and spectators, drawn from varying backgrounds, bring a socialising effect that is ideal for cross-cultural interchange and integration.⁸ This argument has been supported by the impact of previous mega sporting events on the cultural evolution of the host nation and the sports tourists. For instance, through mega sporting events strangers meet and, as explained by uncertainty theory, strive to reduce cultural uncertainty to increase the likelihood of creating new relationships.⁹ Notwithstanding many barriers due to varying backgrounds, different participants are faced with empathy challenge making it difficult to develop relationships and interact.¹⁰ However, mega sporting events serve as an empathy source across different cultures as outlined in Benjamin Broome's relational empathy model where cultural interactions between two people build a third culture, that of shared meaning.¹¹

James Neuliep notes that the third culture results from the sharing of unique norms, beliefs, values and symbols by the participants and their willingness to communicate openly.¹² Participants' communication enhances the creation of interdependent meaning where different views of culture and the globe by each side blend into one collective third culture.¹³ Rodanthi Tzanelli states that, while people of different cultures can't eliminate their background, culture and history completely, it is possible to for two opposing cultures to create a meaning of the other party's interpretation of the globe through "fusion of horizons".¹⁴ Mega sporting events such as FIFA world cup provides this framework, where participants whose cultures are diverse interacting with each other, eventually understanding the different backgrounds, thus creating a third culture.¹⁵

1.2 Rationale of the Study

The bid and award of hosting rights for the 2022 World Cup by Qatar presented FIFA with an event that would be the largest and most commercial ever, in addition to unexploited opportunities for business people and entry to the Middle East and North Africa (MENA) region.¹⁶ Being the smallest country to win the bid for FIFA WC since Uruguay 1930 WC and the first country from the Middle East seeing off competition from countries such as Japan, Australia, USA and South Korea,¹⁷ Qatar's main challenge is to prove its critics in the football arena wrong. As a result, Qatar put in place an ambitious plan, whose aims were to integrate all towns and settlements on the peripheries of Doha into the event, to offer magnificent designs for the stadia, improved transport network especially road and railway network and expanded international port and airport, connecting the gulf linking Bahrain and Qatar, aims that are still part of the Qatar National Vision (QNV) 2030, the

⁴Małgorzata Rozkwitalska, "Barriers of cross-cultural interactions according to the research findings." *Journal of Intercultural Management* 2, no. 2 (2010): 6

⁵Ibid, 6.

⁶Ibid, 6.

⁷Ibid, 6.

⁸Zvezdan Savić, "The Olympic Games as a Cultural Event." *Acta Universitatis Palackianae Olomucensis. Gymnica* 37, no. 3 (2007):1

⁹Michael Keebler, "Reaching the Goal: An Intercultural Communication Analysis of the "Social Profitability" of the FIFA World Cup." PhD diss., Boston College. College of Arts and Sciences, 2011: 9

¹⁰Ibid, 9.

¹¹Ibid, 9.

¹²James Neuliep, *Intercultural communication: A contextual approach*. SAGE Publications, Incorporated, 2020: 303

¹³Ibid, 303.

¹⁴Rodanthi Tzanelli *Socio-cultural mobility and mega-events: Ethics and aesthetics in Brazil's 2014 world cup*. Routledge, 2015: 83

¹⁵Ibid, 83.

¹⁶Nadine, Scharfenort, "Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup.": 209

¹⁷Ken, Bensinger, *Red card: How the US blew the whistle on the world's biggest sports scandal*. Simon & Schuster, 2019: 12.

country's blueprint for development up to 2030.¹⁸ Thus, the country is undertaking massive developments in infrastructural and urban sectors that have visibly changed Doha to a lively town with numerous activities and facilities. All these are towards an effort to provide outstanding infrastructure facilities in line with FIFA's requirements and in an attempt to rebrand itself before the onset of the WC. However, concerns have been raised about some clashes with the standards that have already been set in previous mega sporting events. For instance, Qatar adheres to the conservative branch of Islam, *Wahhabi*, and there are expected social and cultural clashes as a result of hosting the 2022 FIFA WC. This raises queries as to whether or not Qatar will be an appropriate venue for the WC in 2022 and the importance of the event for the nation, especially in line with QNV 2030.¹⁹ Besides, Qatar has invested massively, estimated budget worth ninety \$95 Billion for the period 2013-2017,²⁰ aimed at transforming the country in readiness for the event. However, it is not evident that the sacrifice will pay off.

With Qatar's long-term development plan being anchored on sustainable development goals, especially under human and cultural sustainability to acquire an advanced knowledge society status,²¹ and with noticeable progress being made in line with QNV 2030, the citizens despite expressing full support of the event, openly do not want to lose focus of their traditional plans,²² thus jeopardising the plans for the event. Therefore, this study aims at assessing the implications of Qatar FIFA WC 2022 as a mega sporting event on cross-cultural interactions for different interactants during and after the event.

1.3 Purpose of the Study

The study aimed at evaluating the impacts of mega sporting events on Cross-cultural interactions, with a focus on Qatar 2022 FIFA WC.

1.4 Research Objectives

This study sought to achieve the following research objectives:

- i) To establish the intangible effects of the Qatar 2022 FIFA WC.
- ii) To assess the short-term and long-term cross-cultural implications of the Qatar 2022 FIFA WC.
- iii) To evaluate the challenges towards the contributions of Qatar 2022 FIFA WC on cross-cultural interactions.

1.5 Research Questions

This study sought to answer the following research questions:

- i) What are the intangible effects of the Qatar 2022 FIFA WC?
- ii) What are the short-term and long-term cross-cultural implications of the Qatar 2022 FIFA WC?
- iii) What are the challenges towards the contributions of Qatar 2022 FIFA WC towards cross-cultural interactions?

1.6 Significance of the Research

FIFA WC has evolved to be one of the most noteworthy mega sporting events.²³ As a result, there has been an increase in the number of nations bidding to host the event with local leaders increasing the resources towards securing the bid since they perceive the rights to host such an event comes with opportunities to uplift the social and economic welfares of a country and its citizens.²⁴ However, Marco Peric observed that studies conducted on the impact of mega sporting events have mostly focused on tangible dimensions such as economic dynamics while ignoring the intangible impacts such as social and cultural impacts.²⁵ This research, therefore, is a milestone towards the progress made by mega sporting events on realising cultural sustainability. The study

¹⁸ Nadine, Scharfenort. "Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup.": 3

¹⁹ Sanam, Vakil. "Views of Qatar's Vision 2030-how sustainable is the roadmap?" Gulf Monitor, October 1, 2019. <https://castlereagh.net/views-on-qatars-vision-2030-how-sustainable-is-the-roadmap/> (accessed on April 5, 2020).

²⁰ Nadine, Scharfenort. "Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup.": 4

²¹ General Secretariat for Development Planning. Qatar National Vision 2030; GSDP: Doha, Qatar, 2008: 1

²² Nadine, Scharfenort. "Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup.": 16.

²³ Claudio Rocha and Wyse Fiona, "Host country's brand image and political consumerism: The case of Russia 2018 FIFA World Cup." *Sport Marketing Quarterly* (2019): 12

²⁴ Ibid, 12.

²⁵ Marko Perić, "Estimating the perceived socio-economic impacts of hosting large-scale sport tourism events." *Social Sciences* 7, no. 10 (2018): 2.

provides direction for policymakers amongst other stakeholders in the sporting world towards enabling sport's contribution to the fullest to cultural interactions.

II. Literature Review

2.1 Theoretical Framework

Cultural identity theory, as discussed in Stuart Hall, provides a twofold framework on cultural identities. First, cultural identities emanate from, and mirror shared historical experiences and meanings that demonstrate a specific culture's meaning.²⁶ Secondly, culture members continually renegotiate their position within their culture, building their cultural identity through interactions with other cultures.²⁷ Cultural identity, though established in the past, continually expands and refreshes upon interactions.²⁸ The 2022 FIFA WC in Qatar falls under the second view of cultural identity theory by noting that, the successful hosting of the FIFA WC, the nation despite its cultural conservatism will be viewed as a promoter of cultural evolution and development. Successfully staging the FIFA WC, the largest and most popular sporting event,²⁹ will put Qatar culture on the global map. Also, other nationalities will visit to discover Qatar. As a result, people will unite with pride to showcase their cultures for each to see and as a result, lead to cultural interactions, a precursor to cultural identity evolution. However, it will not just be about traditions interacting but exhibitions of different cultural artefacts from different artists and designers producing great impressions to celebrate football in Qatar, thus adding to the mainstream aspect of culture. Even though not everyone will visit Qatar, the staging of the event over media outlets means that the global audience will have a feeling of what Qatar entails, though some of the feelings may be abstract.

2.2 Empirical Literature Review

2.2.1 The intangible impacts of mega sporting events

The FIFA WC as a mega sporting event is expected to play a fundamental role in ensuring that tangible and intangible goals are achieved, which either can be positive or negative.³⁰ Most studies focus on the tangible impacts such as economic effects,³¹ physical infrastructure gains such as transport and stadia,³² urban growth and development mainly due to improved urban services³³ and environmental sustainability especially in minimising the negative impacts to the environment through technology adoption in construction and operation of the infrastructures thus developed.³⁴ The less studied intangible effects also referred to as the soft structures include knowledge acquisition, governance reforms, the socio-cultural change that take place internally and externally.³⁵ The socio-cultural effects due to the FIFA WC event results from the opportunity for the host country to welcome numerous visitors, at times amounting to millions, and whose traditions vary providing a basis for cultural clashes.³⁶ For example, clashes could occur during celebrations in a soccer event; for instance, fans dressings may be locally forbidden, especially in Muslim nations, thus affecting passion for the game.

The host nation should reassure respect and tolerance for such cultural clashes and therefore facilitate cultural interchange, appreciation, understanding, consciousness and anti-discrimination and thus position the host country in close contact with the globe.³⁷ Another social-cultural impact dimension is social inclusion and equality in human rights; for instance, avoiding abusive employee practices, especially in events related to the

²⁶ Stuart Hall, "Cultural identity and diaspora." (1990): 223

²⁷ Ibid, 225.

²⁸ Ibid, 234.

²⁹ Christiana Schallhorn, "Samba, sun and social issues: How the 2014 FIFA World Cup and the 2016 Rio Olympics changed perceptions of Germans about Brazil." *International review for the sociology of sport* 55, no. 5 (2020): 603.

³⁰ Keebler, "Reaching the Goal: An Intercultural Communication Analysis of the "Social Profitability" of the FIFA World Cup.": 6

³¹ Konrad, Adenauer-Stiftung. "Sustainable mega-events in developing countries: Experiences and insights from host cities in South Africa, India and Brazil." (2011): 23

³² Abel, Meza Talavera, Al-Ghamdi, Sami, and Koç, Muammer. "Sustainability in Mega-Events: Beyond Qatar 2022." *Sustainability* 11, no. 22 (2019): 11.

³³ Lauren Crabb, "Debating the success of carbon-offsetting projects at sports mega-events. A case from the 2014 FIFA World Cup." *Journal of Sustainable Forestry* 37, no. 2 (2018): 2.

³⁴ Martin, Müller, "What makes an event a mega-event? Definitions and sizes." *Leisure studies* 34, no. 6 (2015): 633.

³⁵ Ahmed, Al-Emadi, *et al.*, "2022 Qatar world cup: impact perceptions among Qatar residents." *Journal of Travel Research* 56, no. 5 (2017): 4.

³⁶ Ibid, 4.

³⁷ Abel, "Sustainability in Mega-Events: Beyond Qatar 2022." 13.

FIFA WC.³⁸ In most cases, there is imported labour, especially in the construction of the stadia and other related facilities. Therefore, human rights issues are not only related to the event, but also in other construction thriving in the host nation.³⁹ When human rights issues are adhered to, the image of the host country's institutions and FIFA remains positive.⁴⁰ According to Harald Dolles and Soderman Stan, hosting the FIFA WC can enhance education sustainability through teaching the host society and foreigners on the impact and legacy of mega sporting events on various sectors such as the environment and economic, encouraging awareness on sustainable habits for current and future generations.⁴¹ The WC also promotes skills acquisition through the management of sports and other events related to hosting the WC. Also, the WC provides wide research areas as it provides the basis for investigating legacies, policies, programs and initiatives in mega sporting events.⁴²

Hosting a successful mega sporting event calls for coordination from all stakeholders. While FIFA's concerns are the attractiveness and revenues from the event, the host nation's concerns include the long-term impact of the event, the pride and the legacy for the nation.⁴³ However, conflicts may arise due to opposing interests from the different organisational structures between the host nation and FIFA.⁴⁴ The conflicts can be avoided by adopting harmonic governance between the government and FIFA. In most cases, the host nation is forced to build strong governance institutions to address challenges that may lead to unsatisfactory execution of the event.⁴⁵ For instance, after winning the bid to host FIFA WC 2010, South Africa's government realigned its government departments in an attempt to deliver its 17 guarantees to FIFA covering areas such as investor-friendly financial environment, marketing laws, patent/intellectual property laws and security, transport and healthcare services.⁴⁶ The guarantees were supported through enacting a consolidated Act of Parliament in 2006 as per the requirements of FIFA in addition to the signing of a Memorandum of Understanding (MoU) between the government and FIFA to deal with taxation issues for the FIFA events. The MoU, in particular, formed the basis for amending some Acts of parliament such as the Income Tax Act, Value Added Tax and Customs and Excise Act.⁴⁷

2.2.2 Short-term and long-term cross-cultural implications of mega sporting events

James Higham and Hinch Thomas believe that the connection between sports and culture is entrenched in play and the manifestation of sports as a local and worldwide culture.⁴⁸ Additionally, sports lean towards cultural experience not only in itself is an indicator of culture, but also due to the collective interactions and behaviour of spectators drawn from diverse regions, nationalities and continents.⁴⁹ Sports as cultural manifestation are defined by Weed as part of the cultural landscape and are not natural movement forms, and in case they take place in natural environments, the environments can be modified to be part of the cultural landscape.⁵⁰

Manikant Sharma and Symons Helen discuss the contributions of mega sporting events and include the opportunity to enhance cultural interactions, thus helping in building global cohesion, improved identities and confidence within nationalities and increased cultural resilience.⁵¹ Moreover, Valerie Viehoff and Poynter Gavinopine that participants get an opportunity to broaden their cultural horizons by interacting with their history, religious, political, cultural and industrial heritage.⁵² The cultural interactions as a result of interactions

³⁸ Abel, "Sustainability in Mega-Events: Beyond Qatar 2022.": 10

³⁹ Ibid, 13.

⁴⁰ Ibid, 20.

⁴¹ John Gold, and Gold Margaret. "“Bring it under the legacy umbrella”: Olympic host cities and the changing fortunes of the sustainability agenda." *Sustainability* 5, no. 8 (2013): 3529.

⁴² Harald, Dolles, and Söderman Sten. "Addressing ecology and sustainability in mega-sporting events: The 2006 football World Cup in Germany." *Journal of Management & Organisation* 16, no. 4 (2010): 587.

⁴³ Abel, "Sustainability in Mega-Events: Beyond Qatar 2022." 12.

⁴⁴ Ibid, 12.

⁴⁵ Ibid, 12.

⁴⁶ Marketa Maria, Maxwell Ferreira de Andrade, and Magdalena Ana Figueroa. "FIFA's hegemony: Examples from World Cup hosting countries." *Global Society* 31, no. 3 (2017): 19.

⁴⁷ Ibid, 19.

⁴⁸ James Higham, and Hinch, Thomas, *Sport and tourism: Globalisation, mobility and identity*. Routledge, 2009: 106

⁴⁹ Ibid, 19.

⁵⁰ Mike, Weed, *Sport & tourism: A reader*. Routledge, 2007: 123

⁵¹ Manikant, Sharma, and Symons, Helen, "A case study analysis of 2012 London Olympic Games legacy on Weymouth and Portland." *Sport and Olympic-Paralympic Studies Journal* 2, no. 1 (2017): 41.

⁵² Valerie, Viehoff, and Poynter, Gavin, *Mega-event cities: urban legacies of global sports events*. Routledge, 2016: 147

among spectators of diverse cultural backgrounds, lifestyles, behaviours, relationships, morals, values and traditions directly impacting people as compared to financial and environmental impacts; values which refer to transformations in the host residents' quality of life.⁵³ Shahrzad Allahyari and Somayyeh Seyyede suggest that mega sporting events allow for interactions through celebrations and display of differences in culture, for instance, during the opening/closing ceremonies and celebrations leading to convergence of global cultures.⁵⁴ However, caution should be taken from the negative effect of mega sporting events on culture since it can breed in the homogeneity of cultures resulting from globalisation.⁵⁵

2.2.3 Challenges towards cross-cultural interactions

Qatar boasts as the first Arab country to host the FIFA WC in the Middle East region, a region that is viewed as conservative and traditional.⁵⁶ Though differences persist among Muslim countries, Qatar is engraved in its traditions with the utmost respect for the Arab culture and religious behaviours that should be adhered to by its nationals and respected by visitors.⁵⁷ This aspect conflicts with the Western view of modernity.⁵⁸ With the WC in Qatar expected to host millions of spectators and stakeholders, most with diverse traditions and cultures as compared to Qatar's, this could be a recipe for cultural clashes.⁵⁹ For example, clashes could occur during the celebrations with high intakes of alcohol, which is forbidden in the country, augmenting football's emotions.⁶⁰ The challenge for Qatar is to tolerate Westernisation through encouraging its nationals to respect the visitors by facilitating understanding, cultural interactions and awareness and avoiding discrimination.⁶¹ Eneze Imerion states that Qatar also faces the challenge of social inclusion during the initial preparation stages due to the influx of immigrants working in the booming construction industry in Doha.⁶² There is widespread human rights abuse, human trafficking and enforced labour in the WC related construction sites; an aspect that is most likely to affect the image of the country negatively.⁶³ The foreign workers in most cases interact with the host country through brokers with the whole employment system lacking suitable supervision and legal backing which has encouraged malpractices such as abuse of workers' rights that weaken the ideal working and living conditions in the country.⁶⁴

2.3 Conceptual Framework

The conceptual framework outlined in this study is guided by the "Sport-for-Development (S4D)" Framework as outlined in Nico Schulenkorf. According to the framework, sustainability is generated through sports activities that are participatory.⁶⁵ The S4D framework has three interrelated sports divisions, namely mega sporting event management, short-term impacts and long-term impacts.⁶⁶ Mega sporting events management entails planning, organising and conducting the event where an external change agent (FIFA WC in this case) and the community (participants, including local community and visitors in this study) decide to engage in a sports activity (FIFA WC) towards short-term and long-term sustainability.⁶⁷ Therefore, the conceptual framework in this study embraces the notion that the sport's contribution to cross-cultural interactions can be achieved through a dedicated local community and change agent, whose impact diminishes over time.⁶⁸ Secondly, participation in the FIFA WC leads to direct cultural impacts. From the local community perspective, FIFA WC may lead to an influx of visitors and may have an impact on the local culture, such as

⁵³ Ron, Woods, *Social issues in sport*. Human Kinetics, 2015: 214

⁵⁴ Shahrzad, Allahyari, and Somayyeh, Seyyede, "The Impact of Archery Events on Tourism Development: The Case of Iran." (2012): 78.

⁵⁵ Ibid, 78.

⁵⁶ Abel, "Sustainability in Mega-Events: Beyond Qatar 2022.": 12.

⁵⁷ Ibid, 13.

⁵⁸ Ibid, 13.

⁵⁹ Ibid, 13.

⁶⁰ Ibid, 13.

⁶¹ Ibid, 13.

⁶² Eneze Imerion, "Transnational Labour Migration: Experiences of Mid-to-Highly Skilled African Migrant Workers in Doha, Qatar." (2017): 18.

⁶³ Ibid, 18.

⁶⁴ Ibid, 18.

⁶⁵ Nico, Schulenkorf, "Sustainable community development through sport and events: A conceptual framework for sport-for-development projects." *Sport management review* 15, no. 1 (2012): 7.

⁶⁶ Ibid, 7.

⁶⁷ Ibid, 8.

⁶⁸ Ibid, 8.

through interactions with foreigners. The short-term impact may prevail before, through and after the FIFA WC and may either be positive or negative.⁶⁹

Finally, the FIFA WC contribution to cross-cultural interactions may lead to long-term cultural impacts. For instance, different cultural interactions can lead to long-lasting consequences such as the transformation of the existing culture into a modified form of a new culture.⁷⁰ Another example pertaining to long-term cultural impacts may involve converting the networks made before, during and after the event into long-term networks with the capacity to bring cultural changes in the long-run. John Sugden summarises that the FIFA WC and activities related to it are therefore a starting point for promoting cultural interactions.⁷¹

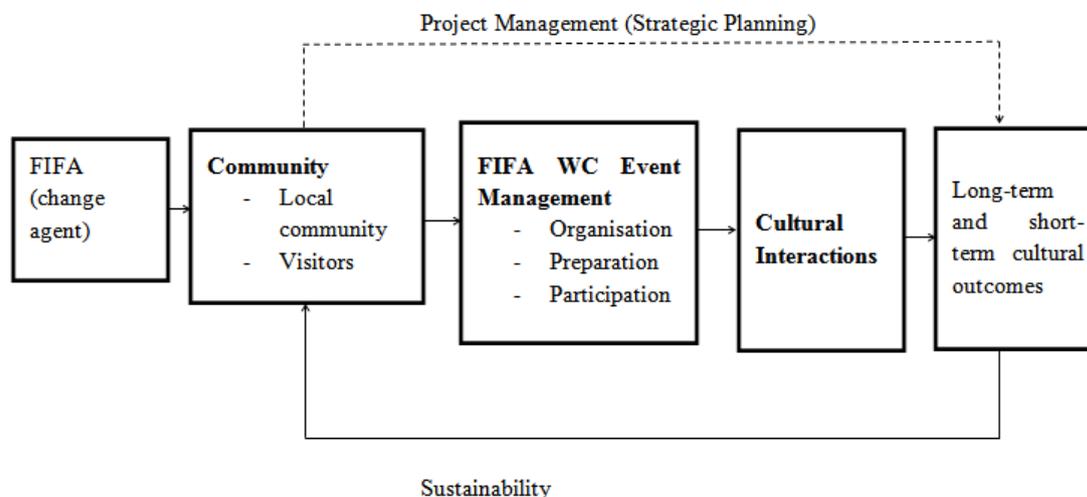


Figure 1. Conceptual Framework for the Study

Source: Nico Schulenkorf⁷²

III. Research Methodology

3.1 Research Design

The study adopted a case study design. A case study design involves a comprehensive study of a specific problem in research rather than an extensive statistical inquiry. In most cases, a case study design is used to narrow down a broad research field into a few easily researchable examples.⁷³ It is also applicable in assessing whether a given theory applies to a real-world phenomenon.⁷⁴ The case study design was applied in this study, as it enabled the selection of 2022 FIFA WC in Qatar as a case that is highly likely to provide a detailed exploration of all the indicators of the conceptual framework developed.

3.2 Data collection

For data collection, structured questionnaires were used on 395 research participants (see Appendix II) to collect data on the intangible effects of the Qatar 2022 FIFA WC, the impact of Qatar 2022 FIFA WC on cross-cultural interactions and challenges towards the contribution of Qatar 2022 FIFA WC towards cross-cultural interactions. The participants included the local community holding critical positions in the sporting sector, both in the private and public sector and participants selected from non-governmental organisations to represent the community level. The 395 study participants were sampled from Al Khor City, one of the cities with a host stadium (Al Bayt Stadium). Only those respondents above 18 years of age were sampled.

⁶⁹ Abel, "Sustainability in Mega-Events: Beyond Qatar 2022.": 12.

⁷⁰ Ibid, 12.

⁷¹ John, Sugden, "Teaching and playing sport for conflict resolution and co-existence in Israel." *International review for the sociology of sport* 41, no. 2 (2006): 221.

⁷² Nico, Schulenkorf, "Sustainable community development through sport and events: A conceptual framework for sport-for-development projects.": 7.

⁷³ David, Silverman, *Interpreting qualitative data*. Sage, 2015: 70.

⁷⁴ Ibid, 70.

3.3 Methods of Data Analysis

Objective One

Descriptive statistics such as frequencies and percentages were used to assess the intangible effects of the 2022 FIFA WC in Qatar. One sample t-test was used to test the significance of the perceived intangible benefits from an indifference point.

Objective Two

Descriptive statistics were used in addition to one-sample t-test to test the significance of the impact of the 2022 FIFA WC on cultural interactions from an indifference point. Multiple Linear Regression was used to depict a linear relationship between FIFA WC and cultural interactions. Besides, multiple linear regression was applied in assessing the simple effect of 2022 FIFA WC insofar as the organisation, preparation and participation on cross-cultural interactions were concerned. The Analysis of Variance (ANOVA) test results for regression was used to test whether the organisation, preparation and participation significantly predict cross-cultural interactions. The significance of each independent variable was checked using t-test for each parameter estimate and was used to answer the following hypotheses:

H₀₁: Qatar 2022 FIFA WC organisation does not significantly affect cultural interactions.

H₀₂: Qatar 2022 FIFA WC preparation does not significantly affect cultural interactions.

H₀₃: Qatar 2022 FIFA WC participation does not significantly affect cultural interactions.

The regression model to be applied in this study is as follows:

$$Y = \alpha + \beta_i X_i + \epsilon \dots \dots \dots \text{Equation i}$$

Where Y represents SDGs, β_i are the regression coefficients and X_i represent organisation, preparation and participation in Qatar 2022 FIFA WC. Diagnostic tests were used in testing the assumptions of multiple linear regression before fitting the regression line for the study variables. Multiple linear regression assumes linearity between the dependent and independent variables, normality of residuals, multicollinearity and homoscedasticity. The ANOVA deviation from linearity was used (linearity was assumed to exist between the independent and dependent variables for significance values > 0.05), normal P-P plot was used to test for normality of residuals, variance inflation factor (VIF) was used to test for multicollinearity (VIF values > 10 indicated that multicollinearity was a problem) and Levene's test of homogeneity was used (homogeneity assumption will hold if the significance value > 0.05).

Objective Three

Descriptive statistics such as frequencies and percentages were used to assess the distribution of various challenges towards sustainability of 2022 FIFA WC in Qatar.

3.4 Ethical Considerations

Being a high-profile case study design where the study participants' narratives may be highly influential and thus affecting policy, the confidentiality of the respondents was of supreme importance in this study. Codes were used to link the respondents to the study questionnaires to ensure confidentiality in this study. Moreover, names and addresses of the study respondents were not given to third parties; any identifying details about the respondents were destroyed and discarded after the data has been entered into a computer, and only statistical tabulations from which individual responses cannot be identified from the study findings were conducted. The researcher also acknowledged the works of other authors through the use of the Chicago referencing system and also maintained a high objectivity level during the entire research.

IV. Analysis, Results And Discussion

4.1 Internal Consistency

Cronbach's Alpha measure of internal consistency was used and produced a coefficient of 0.720 on the 12 Likert scale items on the questionnaire (see Table 1). The Likert scale items had a high level of internal consistency.

Table 1. Cronbach's Alpha Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .720 | 12 |

Source. Research Data (2020)

4.2 General Information of the Residents

Table 2 provides a summary of the general information of the respondents. Overall, over half (56.2%) of the respondents were males, while 43.8% were female. A total of 44.8% had any other education level not listed by the researcher, 30.9% had a bachelor's degree, 17.5% had a master's degree, and 6.8% had a PhD. The

majority of the respondents (74.2%) were government employed, 19.7% were employed by private employers, 2.8% were casual labourers, 2.0% were in skilled manual employment, and 1.3% were self-employed. More than half of the respondents (56.7%) had an average source of income, 20.8% had low income, 15.4% had meagre income, and 4.3% had high income while 2.8% earned a very high income. All the respondents (100%) were aware that Qatar would host FIFA WC 2022.

Table 2. Residents' General Profile

| | | Count | Column N % |
|--|---------------------|-------|------------|
| gender of the respondents | Male | 222 | 56.2% |
| | Female | 173 | 43.8% |
| Highest Level of education | Undergraduate | 122 | 30.9% |
| | Master's | 69 | 17.5% |
| | PhD | 27 | 6.8% |
| | Any other | 177 | 44.8% |
| Employment | Government Employed | 293 | 74.2% |
| | Private employer | 78 | 19.7% |
| | self-employed | 5 | 1.3% |
| | casual labourer | 11 | 2.8% |
| | Skilled manual | 8 | 2.0% |
| average income level for the respondents | very low | 61 | 15.4% |
| | Low | 82 | 20.8% |
| | Average | 224 | 56.7% |
| | High | 17 | 4.3% |
| | very high | 11 | 2.8% |
| whether respondent is aware that Qatar will host FIFA WC in 2022 | No | 0 | 0.0% |
| | Yes | 395 | 100.0% |

Source. Research Data (2020)

The findings demonstrate that the sample was generally a representative of the study's population. The respondents' profile was considered when assessing the responses that were used to comprehend better the resident's perceptions towards the impact of hosting Qatar 2022 FIFA WC on cross-cultural interactions in the area.

4.3 The Intangible effects of Qatar 2022 FIFA World Cup

According to 91.9% of the respondents (see Table 3), there are intangible effects as a result of hosting the 2022 FIFA WC in Qatar, as shown in the table below.

Table 3. Existence of Intangible effects of Qatar 2022 FIFA WC

| | Frequency | Percent | Cumulative Percent |
|-------|-----------|---------|--------------------|
| No | 32 | 8.1 | 8.1 |
| Yes | 363 | 91.9 | 100.0 |
| Total | 395 | 100.0 | |

Source. Research Data (2020)

Those who agreed that there are intangible effects associated with Qatar 2022 FIFA WC were required to list some of the intangible effects; both positive and negative (see Table 4).

Table 4. List of Intangible Effects associated with Qatar 2022 FIFA WC

| | | Count | Column N % |
|--|---|-------|------------|
| Pride, Image and Status | Improved citizen etiquette | 141 | 38.8% |
| | Improved national status | 198 | 54.5% |
| | Feel-good impact | 311 | 85.7% |
| | Improved international perception | 138 | 38.0% |
| | Improved image of Khor region internationally | 173 | 47.6% |
| International exchange and cooperation | Increase in international cultural activities | 184 | 50.7% |
| | International networking | 173 | 47.6% |

| | | | |
|---------------------|--|-----|-------|
| Life inconveniences | Relocations | 341 | 93.9% |
| | Community disruptions | 297 | 81.8% |
| | Increased cost of living | 336 | 92.6% |
| Security issues | Increased crime rates | 224 | 61.7% |
| Culture | Cultural disruptions | 214 | 58.9% |
| Education | Emphasis on English as second language | 307 | 85.6% |

Source. Research Data (2020)

Some of the main intangible effects of Qatar 2022 FIFA WC include life inconveniences such as relocations (93.9%), increased cost of living (92.6%) and community disruptions (81.8%), intangible effect on education especially emphasis on English as a second language (85.6%), impact on pride, image and status such as the feel-good impact (85.7%), improved national status (54.5%) and improved image of Khor region internationally (47.6%). Other intangible impacts include security issues as evidenced by increased crime rates (61.7%), culture effects (cultural disruptions-58.9%) and international exchanges and cooperation in areas such as an increase in international cultural activities (50.7%) and international networking (47.6%).

4.4 Short-term and Long-term cross-cultural implications

The findings on respondents level of agreement on the effect of the 2022 FIFA WC on tourists’ influx demonstrate that more than half (57.2%) are in agreement that there will be an increase in the influx of tourists in the country before the event, 97.4% are in agreement that there will be an influx of tourists during the events while 85.6% disagree that there will be an influx of tourists after the event (see Table 5).

Table 5. Influence of Qatar 2022 FIFA WC on Influx of Tourists

| | strongly agree | agree | neither disagree nor agree | Disagree | strongly disagree |
|---|----------------|-------------|----------------------------|-------------|-------------------|
| Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country before the event | 31.9% (126) | 25.3% (100) | 3.0% (12) | 18.7% (74) | 21.0% (83) |
| Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country during the event. | 59.7% (236) | 37.7% (149) | 2.5% (10) | 0.0% (0) | 0.0% (0) |
| Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country after the event | 5.8% (23) | 4.1% (16) | 4.6% (18) | 27.6% (109) | 58.0% (229) |

Source. Research Data (2020)

On the effect of tourists on the culture of the host community, 65.1% indicate that the influx of tourists in Qatar due to the WC will lead to short-term cultural transformations, almost three quarters (74.1%) believe that increase in tourist numbers in Qatar due to the WC will lead to long-term transformations while 66.3% opine that globalisation of the Qatar 2022 FIFA WC event will present an opportunity for advancing cultural globalisation leading to global cultural transformations (see Table 6).

Table 6. Influence of Tourists’ Influx on Cross-cultural Interactions

| | strongly agree | agree | neither disagree nor agree | disagree | strongly disagree |
|---|----------------|-------------|----------------------------|------------|-------------------|
| The influx of tourists in Qatar due to the world cup will lead to short-term cultural transformations | 36.2% (143) | 28.9% (114) | 6.3% (25) | 20.0% (79) | 8.6% (34) |
| The increase in tourist numbers in Qatar due to the World Cup will lead to long-term cultural transformations | 47.8% (189) | 26.3% (104) | 10.4% (41) | 8.6% (34) | 6.8% (27) |

| | | | | | |
|--|-------------|-------------|------------|------------|-----------|
| Globalisation of the Qatar 2022 FIFA World Cup event will be an opportunity for furthering cultural globalisation leading to global cultural transformations | 35.7% (141) | 30.6% (121) | 10.4% (41) | 15.4% (61) | 7.8% (31) |
|--|-------------|-------------|------------|------------|-----------|

Source. Research Data (2020)

Using one-sample t-test with an indifference point, the significance of the perceived effect of Qatar 2022 FIFA WC on cross-cultural interactions before, during and after the event was assessed (see Table 7).

Table 7. One-Sample t-test results for the Significance of Perceived effects of Qatar 2022 FIFA WC on Cross-cultural Interactions

| | Mean | T | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
|--|------|---------|-----|-----------------|-----------------|---|--------|
| | | | | | | Lower | Upper |
| The influx of tourists in Qatar due to the world cup will lead to short-term cultural transformations | 2.36 | -9.295 | 394 | .000 | -.64051 | -.7760 | -.5050 |
| The increase in tourist numbers in Qatar due to the World Cup will lead to long-term cultural transformations | 2.00 | -15.945 | 394 | .000 | -.99747 | -1.1205 | -.8745 |
| Globalisation of the Qatar 2022 FIFA World Cup event will be an opportunity for furthering cultural globalisation leading to global cultural transformations | 2.29 | -10.791 | 394 | .000 | -.70886 | -.8380 | -.5797 |

Source. Research Data (2020)

Table 7 shows that all the perceived effect of an influx of tourists before, during and after Qatar 2022 FIFA WC was significant (all the p-values<0.0001-Table 7 column 3). This is an indication that the impacts of tourist influx before, during and after the WC event were unique as per the respondents. The conceptualisation of the WC in the literature review conceptualised the management of the event into the organisation, preparation and participation. Therefore, it was necessary to assess the impact of these indicators of WC event management on cross-cultural interactions (see Table 8).

Table 8. Impact of Organisation, Preparation and Participation on Cross-Cultural Interactions

| | strongly agree | agree | neither agree | disagree nor | Disagree | strongly disagree |
|---|----------------|-------------|---------------|--------------|-------------|-------------------|
| The organisation of Qatar 2022 FIFA World Cup will lead to short-term cultural transformations | 6.6% (26) | 17.2% (68) | 9.9% (39) | | 32.4% (128) | 33.9% (134) |
| The organisation of Qatar 2022 FIFA World Cup will lead to long-term cultural transformations | 5.1% (20) | 4.3% (17) | 3.3% (13) | | 34.7% (137) | 52.7% (208) |
| The preparation of Qatar 2022 FIFA World Cup will lead to short-term cultural transformations | 21.5% (85) | 21.8% (86) | 11.6% (46) | | 26.1% (103) | 19.0% (75) |
| The preparation of Qatar 2022 FIFA World Cup will lead to long-term cultural transformations | 16.7% (66) | 20.8% (82) | 8.9% (35) | | 21.3% (84) | 32.4% (128) |
| The participation in Qatar 2022 FIFA World Cup will lead to short-term cultural transformations | 40.3% (159) | 33.9% (134) | 5.8% (23) | | 10.4% (41) | 9.6% (38) |

| | | | | | |
|--|-------------|------------|------------|------------|------------|
| The participation in Qatar 2022 FIFA World Cup will lead to long-term cultural transformations | 39.2% (155) | 22.3% (88) | 10.4% (41) | 13.2% (52) | 14.9% (59) |
|--|-------------|------------|------------|------------|------------|

Source. Research Data

The respondents disagreed that the organisation of 2022 FIFA WC in Qatar will lead to short-term and long-term cultural transformations, 66.3% and 87.4% respectively. However, slightly less than half (43.3%) agreed that preparation of the 2022 FIFA WC would lead to short-term cultural transformations while 54.7% disagreed that preparations will lead to long-term cultural transformations. Three-quarters of the respondents (74.2%) agreed that participation in Qatar 2022 FIFA WC will lead to short-term cultural transformations, while 61.5% believed that participation will lead to long-term cultural transformations. One sample t-test against a point of indifference indicated that the opinions of the respondents were unique towards the impact of the organisation on short-term and long-term cultural interactions (p-value<0.0001), preparation on long-term cultural interactions (p-value<0.0001) and participation on short-term and long-term cultural interactions (p-value<0.0001). However, the one-sample t-test for the significance of the respondents’ perceptions on the impact of preparation of Qatar 2022 FIFA WC was not significant, p-value=0.917>0.05 (see Table 9).

Table 9. One-Sample t-test for Significance of the impact of Organisation, Preparation and Participation on Cross-Cultural Interactions

| | Mean | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Difference | Interval of the |
|---|------|---------|-----|-----------------|-----------------|---------------------------|-----------------|
| | | | | | | Lower | Upper |
| The organisation of the 2022 FIFA World Cup will lead to short-term cultural transformations | 3.70 | 10.869 | 394 | .000 | .69873 | .5723 | .8251 |
| The organisation of the 2022 FIFA World Cup will lead to long-term cultural transformations | 4.25 | 23.531 | 394 | .000 | 1.25570 | 1.1508 | 1.3606 |
| The preparation of the 2022 FIFA World Cup will lead to short-term cultural transformations | 2.99 | -.104 | 394 | .917 | -.00759 | -.1511 | .1359 |
| The preparation of the 2022 FIFA World Cup will lead to long-term cultural transformations | 3.32 | 4.190 | 394 | .000 | .31899 | .1693 | .4686 |
| The participation of the 2022 FIFA World Cup will lead to short-term cultural transformations | 2.15 | -12.841 | 394 | .000 | -.84810 | -.9779 | -.7183 |
| The participation of the 2022 FIFA World Cup will lead to long-term cultural transformations | 2.42 | -7.745 | 394 | .000 | -.57722 | -.7237 | -.4307 |

Source. Research Data (2020)

4.5 Challenges towards contributions of the 2022 FIFA WC in Qatar on cross-cultural interactions

The majority (58.7%) of the study participants agreed that there are some challenges that the nation is anticipating towards Qatar 2022 FIFA WC (see Table 10).

Table 10. Existence of Challenges on Qatar 2022 FIFA WC on Cross-Cultural Interactions

| | Frequency | Percent | Cumulative Percent |
|-------|-----------|---------|--------------------|
| No | 163 | 41.3 | 41.3 |
| Yes | 232 | 58.7 | 100.0 |
| Total | 395 | 100.0 | |

Source. Research Data (2020)

The challenges listed by more than 30% of the study participants included religious attachment (83.6%), traditional attachment (78.0%), influx of expatriates and immigrants (68.5%) and human rights issues in activities that are related to the WC (57.3%) (See Table 11).

Table 11. Listed Challenges on Qatar 2022 FIFA WC Contribution on Cross-Cultural Interactions

| Challenge | Count | Column N % |
|--|-------|------------|
| Traditional attachment | 181 | 78.0% |
| Religious attachment | 194 | 83.6% |
| Influx of expatriates and immigrants | 159 | 68.5% |
| Human rights issues in the WC related activities | 133 | 57.3% |

Source. Research Data (2020)

4.6 Multiple Linear Regression

The tests of linearity, normality of residuals, homoscedasticity and multicollinearity, did not reveal any violations of these assumptions (see Appendix III).The ANOVA results (Table 12) revealed that the overall model is a good predictor of the impact of the 2022 FIFA WC on cross-cultural interactions (p-value=0.014<0.05).

Table 12. ANOVA Results for the Overall Model Fit

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 18.094 | 3 | 6.031 | 3.609 | .014 ^b |
| | Residual | 653.425 | 391 | 1.671 | | |
| | Total | 671.519 | 394 | | | |

a. Dependent Variable: Cross-cultural interactions

b. Predictors: (Constant), Participation, Organisation, Preparation

Source. Research Data (2020)

The model summary (see Table 13) representing the overall model fit demonstrates that 45.68% of cultural interaction is explained by the organisation, preparation and participation.

Table 13. Model Summary Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .676 ^a | .457 | .449 | 1.29273 | 1.475 |

a. Predictors: (Constant), Participation, Organisation, Preparation

b. Dependent Variable: Cross-cultural interactions

Source. Research Data (2020)

The multiple regression coefficients are 0.085(organisation), 0.104(preparation) and 0.348 (participation) (see Table 14). All the regression coefficients are significant (p-values 0.045, 0.026 and 0.025 are all less than 0.05).

Table 14. Regression Coefficients for the Model

| Model | | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 2.669 | .245 | | 10.887 | .000 |
| | Organisation | .085 | .051 | .084 | -1.674 | .045 |
| | Preparation | .104 | .047 | .116 | -2.239 | .026 |
| | Participation | .348 | .052 | .357 | 2.257 | .025 |

a. Dependent Variable: Cross-cultural interactions

Source. Research Data (2020)

4.7 Discussion

The purpose of the study was to evaluate the implications of mega sporting events on cross-cultural interactions, with a focus of the Qatar 2022 FIFA WC. The findings herein provides answers to the study questions. For the respondents to provide opinions, they have to be aware of the event taking place. From the findings, it can be seen that the respondents were aware of the 2022 FIFA WC in Qatar. Dongfeng Liu notes that mega sporting events that are repeated are better recognised as compared to one-time events.⁷⁵ Both positive and

⁷⁵ Dongfeng, Liu, "Social impact of major sports events perceived by host community." *International Journal of Sports Marketing and Sponsorship* (2016): 12.

negative intangible effects of Qatar 2022 FIFA WC were identified in line with the literature reviewed. The positive intangible effects identified in the study included benefits to pride, image and status, especially the feel-good impact, heightened recognition nationally and internationally, international exchange and cooperation as well as diversity in education. Negative intangible effects included life inconveniences such as relocations and increased cost of living, cultural disruptions and security issues. Ahmed states that hosting mega sporting events, results to the host nation welcoming sports tourists whose traditions may clash with that of the local community. On the other hand, Harald and Soderman support the impact of mega sporting events in the education sector by demonstrating that it enhances education advancement through the teaching of foreign languages and other skills for interaction throughout the event.⁷⁶

The impact of mega sporting events on cross-cultural interactions was studied under the context of an influx of tourists in the host country, globalisation of the event, organisation, preparation and participation in the event. The one-sample t-test results indicated a significant impact of sports tourists' influx and globalisation on cultural interactions as a result of hosting the 2022 FIFA WC. The findings support Manikant and Symons, who discuss that the influx of sports tourists into the host country enhance cultural interactions among participants, which aid in developing cohesion, improved cultural identities and resilience.⁷⁷ The globalisation of the event during the opening and closing ceremonies display diverse cultures all over the globe, thus leading to virtual cultural interactions, especially to those following the event away from the host nation. The multiple regression coefficients were all significant, supporting Nico's conceptualisation on the contribution of mega sporting events on cross-cultural interactions leading to both short-term and long-term cultural transformations.⁷⁸

V. Summary, Conclusion And Recommendations

5.1 Summary and conclusion of the Study

The study found that the residents of Qatar have a schema of the occurrences in the country concerning 2022 FIFA WC. Additionally, the residents perceived that the intangible effects of the 2022 FIFA WC would be positive and negative and mainly touch on social-cultural dimensions. They also perceive that organisation, preparation and participation have a significant impact on cross-cultural interactions leading to short-term and long-term cultural transformations. Lastly, the study found that there were challenges related to the traditions and the strict religious foundation of Qatar concerning tolerating cross-cultural interactions as a result of hosting 2022 FIFA WC.

5.2 Study Limitations

The study applied simple random sampling in selecting Qatar residents from Al Khor region. The results may not be a generalisation of the entire nation due to differences in localities. Moreover, the study ignored the foreign expatriates and immigrants who have been invading the country since the 2022 FIFA WC bid was awarded to Qatar.

5.3 Suggestions for Further Studies

Future studies can focus on the foreign expatriates and immigrants on their perceptions towards the impact of Qatar 2022 FIFA WC on cross-cultural interactions of minorities and disadvantaged populations in the country. The study also recommends that similar studies be conducted as the event approaches, with this research as the benchmark.

References

- [1]. Al-Emadi, Ahmed, K. Kaplanidou, A. Diop, M. Sagas, K. T. Le, and S. Al-Ali Mustafa. "2022 Qatar world cup: impact perceptions among Qatar residents." *Journal of Travel Research* 56, no. 5 (2017): 678-694.
- [2]. Allahyari, Shahrzad, and Seyyedeh Somayyeh Pourmand. "The Impact of Archery Events on Tourism Development: The Case of Iran." (2012).
- [3]. Bensinger, Ken. *Red card: How the US blew the whistle on the world's biggest sports scandal*. Simon & Schuster, 2019.
- [4]. Crabb, Lauren AH. "Debating the success of carbon-offsetting projects at sports mega-events. A case from the 2014 FIFA World Cup." *Journal of Sustainable Forestry* 37, no. 2 (2018): 178-196.
- [5]. Fayos-Solá, Eduardo. "The impact of mega events." *Annals of tourism research* 25, no. 1 (1998): 241-245.

⁷⁶ Harald, and Söderman, "Addressing ecology and sustainability in mega-sporting events: The 2006 football World Cup in Germany.": 587.

⁷⁷Manikant and Symons, "A case study analysis of 2012 London Olympic Games legacy on Weymouth and Portland.": 41.

⁷⁸Nico, "Sustainable community development through sport and events: A conceptual framework for sport-for-development projects.": 7.

- [6]. General Secretariat for Development Planning. Qatar National Vision, 2030; GSDP: Doha, Qatar, 2008.
- [7]. Hall, Stuart. "Cultural identity and diaspora." (1990).
- [8]. Higham, James, and Thomas Hinch. *Sport and tourism: Globalisation, mobility and identity*. Routledge, 2009.
- [9]. Imerion, Eneze. "Transnational Labour Migration: Experiences of Mid-to-Highly Skilled African Migrant Workers in Doha, Qatar." (2017).
- [10]. Jerabek, Marketa Maria, Alisson Maxwell Ferreira de Andrade, and Ana Magdalena Figueroa. "FIFA's hegemony: Examples from World Cup hosting countries." *Global Society* 31, no. 3 (2017): 417-440.
- [11]. Keebler, Michael Patrick. "Reaching the Goal: An Intercultural Communication Analysis of the "Social Profitability" of the FIFA World Cup." PhD diss., Boston College. College of Arts and Sciences, 2011.
- [12]. Lienhard, Pierre, and Holger Preuss. *Legacy, sustainability and CSR at mega sport events: An analysis of the UEFA EURO 2008 in Switzerland*. Springer, 2014.
- [13]. Liu, Dongfeng. "Social impact of major sports events perceived by host community." *International Journal of Sports Marketing and Sponsorship* (2016).
- [14]. Meza Talavera, Abel, Sami G. Al-Ghamdi, and Muammer Koç. "Sustainability in Mega-Events: Beyond Qatar 2022." *Sustainability* 11, no. 22 (2019): 6407.
- [15]. Müller, Martin. "What makes an event a mega-event? Definitions and sizes." *Leisure studies* 34, no. 6 (2015): 627-642.
- [16]. Neuliep, James W. *Intercultural communication: A contextual approach*. SAGE Publications, Incorporated, 2020.
- [17]. Perić, Marko. "Estimating the perceived socio-economic impacts of hosting large-scale sport tourism events." *Social Sciences* 7, no. 10 (2018): 176.
- [18]. Rocha, Claudio, and Fiona Wyse. "Host country's brand image and political consumerism: The case of Russia 2018 FIFA World Cup." *Sport Marketing Quarterly* (2019).
- [19]. Roche, Maurice. "Mega-events and modernity revisited: globalisation and the case of the Olympics." *The sociological review* 54, no. 2_suppl (2006): 27-40.
- [20]. Rozkwitalska, Małgorzata. "Barriers of cross-cultural interactions according to the research findings." *Journal of Intercultural Management* 2, no. 2 (2010): 37-52.
- [21]. Savić, Zvezdan. "THE OLYMPIC GAMES AS A CULTURAL EVENT." *Acta Universitatis Palackianae Olomucensis. Gymnica* 37, no. 3 (2007).
- [22]. Schallhorn, Christiana. "Samba, sun and social issues: How the 2014 FIFA World Cup and the 2016 Rio Olympics changed perceptions of Germans about Brazil." *International review for the sociology of sport* 55, no. 5 (2020): 603-622.
- [23]. Scharfenort, Nadine. "Urban development and social change in Qatar: the Qatar National Vision 2030 and the 2022 FIFA World Cup." *Journal of Arabian Studies* 2, no. 2 (2012): 209-230.
- [24]. Schulenkorf, Nico. "Sustainable community development through sport and events: A conceptual framework for sport-for-development projects." *Sport management review* 15, no. 1 (2012): 1-12.
- [25]. Sharma, Manikant, and Helen Symons. "A case study analysis of 2012 London Olympic Games legacy on Weymouth and Portland." *Sport and Olympic-Paralympic Studies Journal* 2, no. 1 (2017): 37-50.
- [26]. Silverman, David. *Interpreting qualitative data*. Sage, 2015.
- [27]. Sugden, John. "Teaching and playing sport for conflict resolution and co-existence in Israel." *International review for the sociology of sport* 41, no. 2 (2006): 221-240.
- [28]. Tzanelli, Rodanthi. *Socio-cultural mobility and mega-events: Ethics and aesthetics in Brazil's 2014 world cup*. Routledge, 2015.
- [29]. Vakil Sanam. "Views of Qatar's Vision 2030-how sustainable is the roadmap?" Gulf Monitor, October 1, 2019. <https://castlereagh.net/views-on-qatars-vision-2030-how-sustainable-is-the-roadmap/> (accessed on July 25, 2020).
- [30]. Viehoff, Valerie, and Gavin Poynter. *Mega-event cities: urban legacies of global sports events*. Routledge, 2016.
- [31]. Weed, Mike, ed. *Sport & tourism: A reader*. Routledge, 2007.
- [32]. Woods, Ron. *Social issues in sport*. Human Kinetics, 2015.

APPENDICES

Appendix I: Questionnaire

Section I: Respondent's General Information

1. Indicate your gender.
Male
Female
2. Indicate your highest level of education at the time of responding to this study.
Undergraduate level
Master's level
PhD level
Any other (please specify)

-
3. What is your occupation?
- Government employed
- Private employer
- Self-employed
- Casual labourer
- Skilled manual
- Any other (please specify)
-
4. Indicate your level of income
- Very low (not enough for basic needs such as food)
- Low (sufficiently covers basic needs of food, housing and shelter)
- Average (covers basic needs and family support)
- High
- Very high (no need to count my money and no restrictions in savings)
5. Are you aware that FIFA World Cup 2022 will be hosted in Qatar?
- Yes
- No

Section II: The Intangible effects of Qatar 2022 FIFA World Cup

6. Do you agree that, other than the tangible effects of hosting the world cup such as infrastructures, there are other intangible effects?
- Yes
- No
7. If you agree, what are some of the intangible benefits associated with hosting Qatar 2022 FIFA World Cup?
-
-
-
-

Section III: The short-term and long-term cross-cultural implications of Qatar 2022 FIFA World Cup.

8. Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country before the event.
- Strongly disagree
- Disagree
- Neither disagree nor agree
- Agree
- Strongly agree
9. Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country during the event.
- Strongly disagree
- Disagree
- Neither disagree nor agree
- Agree
- Strongly agree
10. Qatar 2022 FIFA World Cup will lead to an increased inflow of tourists in the country after the event.
- Strongly disagree
- Disagree
- Neither disagree nor agree
- Agree
- Strongly agree
11. The influx of tourists in Qatar due to the world cup will lead to short-term cultural transformations.
- Strongly disagree
- Disagree
- Neither disagree nor agree
- Agree
- Strongly agree
12. The increase in tourist numbers in Qatar due to the World Cup will lead to long-term cultural transformations.
- Strongly disagree

- Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
13. Globalisation of the Qatar 2022 FIFA World Cup event will be an opportunity for furthering cultural globalisation leading to global cultural transformations.
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
14. The organization of Qatar 2022 FIFA World Cup will lead to
i) Short-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
ii) Long-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
15. The preparation of Qatar 2022 FIFA World Cup will lead to
i) Short-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
ii) Long-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
16. The participation in Qatar 2022 FIFA World Cup will lead to
i) Short-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []
ii) Long-term cultural transformations
Strongly disagree []
Disagree []
Neither disagree nor agree []
Agree []
Strongly agree []

Section IV: The challenges towards contributions of Qatar 2022 FIFA WC on cross-cultural interactions

17. Do you agree that there are some challenges that this region is anticipating towards Qatar 2022 FIFA World Cup?
Yes []
No []
18. If you agree, what are some of the challenges anticipated in this region before, during and after Qatar 2022 FIFA World Cup?

.....

Appendix II: Sample Size Determination

The sample size was determined using Yamane (1967) formula for sample size determination

$$n = \frac{N}{1 + Ne^2}$$

Where n is the study’s sample size, N is target population (population for Khor town=31547) and e is the level of precision (0.05).

$$n = \frac{31547}{1 + 31547(0.05)^2} = 394.99 \approx 395 \text{ respondents}$$

Appendix III: Diagnostic Tests

Normality test using Q-Q plots revealed that the plots were clustered along the diagonal plot and therefore the residuals were normal.

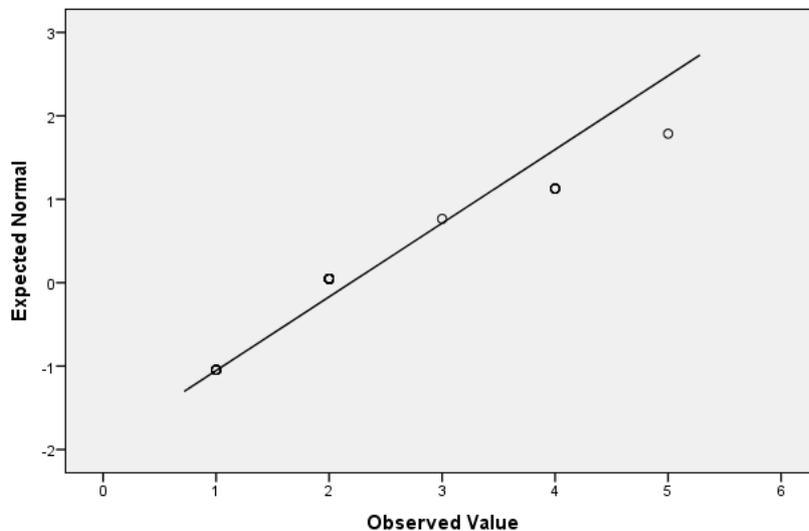


Figure 2. Normal Q-Q Plot for Normality Test

Source. Research Data (2020)

All the VIF values were less than 10. Multicollinearity was not a problem. VIF values less than 5 are the best.

Table 15. VIF Values for Multicollinearity Assumption

| Zero-order | Correlations | | | Collinearity Statistics | |
|------------|--------------|-------|-----------|-------------------------|--|
| | Partial | Part | Tolerance | VIF | |
| .056 | .056 | .056 | .996 | 1.004 | |
| -.002 | .002 | .002 | .971 | 1.030 | |
| -.049 | -.048 | -.048 | .975 | 1.025 | |

Source. Research Data (2020)

Levene’s test of homogeneity reveals that homogeneity is not a problem. The significance value based on the mean>0.05.

Table 16. Levene's Homogeneity Test Results

| | Levene Statistic | df1 | df2 | Sig. | |
|-----------------------------|--------------------------------------|-------|-----|---------|------|
| Cross-cultural interactions | Based on Mean | 1.949 | 4 | 390 | .102 |
| | Based on Median | 1.007 | 4 | 390 | .404 |
| | Based on Median and with adjusted df | 1.007 | 4 | 371.233 | .404 |
| | Based on trimmed mean | 1.940 | 4 | 390 | .103 |

Source. Research Data (2020)