

## Assessing the Impacts of Mega Sporting Events on Tourism: A Case of the 2022 Fifa World Cup in Qatar.

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### Abstract

This study aimed to examine the anticipated impacts of mega sporting events on tourism development and activities in reference to the 2022 FIFA world cup in Qatar. The following objectives informed the study; To determine the perceived benefits of 2022 FIFA world cup, To determine tourism development activities linked to the 2022 FIFA world cup in Qatar and to examine whether tourism development is dependent on income from the event, or/and the number of visitors from the event. To achieve the objectives for the study, a quantitative research methodology was preferred that would collect data using online surveys that were sent to the respondents. The resulting data was analysed using SPSS and conducted based on the specific research questions. The results of the study showed that the perceived benefit of the upcoming FIFA world cup is the tourism development which had higher average scores. The correlation analysis also showed that there were significant relationships between tourism development activities and the upcoming 2022 FIFA world cup in Qatar as a mega sporting event. These findings indicate that the forthcoming FIFA 2022 world cup will have a significant effect on tourism development. This study recommends appropriate planning to maximise the benefits of the anticipated FIFA world cup 2022.

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Date of Submission: 02-08-2020

Date of Acceptance: 17-08-2020

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### I. Introduction

#### 1.1 The background and context of the research

There is usually a significant amount of joy associated with mega sporting events. In most cases, these events have been associated with substantial developments, especially for the host regions or nations. There has been a significant amount of literature focused on categorising different types of events. One of the applicable ways of grouping events is based on size. Therefore, it is expected that mega sporting events are those that are huge in nature. Hugeness, in this case, refers to the magnitude of people attending these events and the significant amount of resource channelled towards the organisation of these events. According to Müller, the difference between a regular event and a mega event is the size.<sup>1</sup> From the name, mega-events are more extensive compared to regular events. The size, in this case, refers to the number of people visiting the event, the mediation of each event, the cost of planning and implementing the transformative impacts of the event. On this basis, some of the popular mega sporting events known around the world include the Olympics, FIFA world cup and large music festivals. For the host countries and regions, the impacts of mega sporting events are usually significant.<sup>2</sup> In areas where these events have been held, research has shown that these areas are often left with substantial effects which can be positive or negative.

Economic benefits of mega sporting events have been reported in the existing literature. According to Antón, Alonso & Rodriguez, the presence of mega-events, including sporting events like the FIFA world cup, often result in significant economic benefits for the people and the host country.<sup>3</sup> One of the sources of economic growth is the increased exchange and generation of resources in these areas as a result of hosting the event.<sup>4</sup> The many people that will visit the host country spend a lot of money, thus supporting growth in terms of

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<sup>1</sup>Müller, Martin. "What makes an event a mega-event? Definitions and sizes." *Leisure studies* 34, no. 6 (2015): 627-642.

<sup>2</sup>Antón, Antonio J. Monroy, Juan Jose Mendez Alonso, and Gema Saez Rodriguez. "Mega-events impact on economic growth: Analysis of the South African World Cup." *African journal of business management* 5, no. 16 (2011): 6940-6948.

<sup>3</sup>Antón, Antonio J. Monroy, Juan Jose Mendez Alonso, and Gema Saez Rodriguez. "Mega-events impact on economic growth: Analysis of the South African World Cup.

<sup>4</sup>Ibid

improvements in local businesses, eateries, tours, among others that directly benefit the tourism industry. Besides, these events enhance the creation of local employment and job opportunities that further support economic development.<sup>5</sup> In addition to economic impacts, mega sporting events are a great source of social and cultural exchange. Generally, people from many places usually attend and congregate at the host country, promoting social interactions and cultural exchange. The visitors tend to learn about the new cultural values and customs of the local people while at the same time, local people tend to understand the cultural values of the visitors. Therefore, these events are usually characterised by a significant exchange of social and economic information.

As noted by Bob & Potgieter, mega-events are usually a great source of tourist activities.<sup>6</sup> A critical look at the mega sporting events shows that people from different countries usually attend these events. For instance, the FIFA world cup, which is conducted every four years, is known for attracting visitors from across the world. In most of the cases, this high rate of tourism associated with this sporting event is responsible for tourism development and increased tourism-related activities such as the construction of hotels and accommodation facilities. However, not many research studies have explored the impacts of mega sporting events on tourism. Information primarily related to the implications of the upcoming mega sporting event on tourism in Qatar is lacking. In the previous world cup in Russia, significant impacts of the mega-event were noted, including increased tourism activities in the country during and after the world cup.<sup>7</sup> Specifically, the event played a vital role in improving tourism in Russia both at the national and local levels. Could this be the same in Qatar? While the previous research was conducted in Russia, which is a developed country, this study focused on Qatar, which is a developing country to provide conclusive findings for both developed and developing countries. The focus of this research study was to examine the anticipated impacts of mega sporting events on tourism, a case of the 2022 FIFA world cup in Qatar.

## **1.2 Research Rationale**

Mega sporting events such as the FIFA world cup are considered to be the most expensive affairs in the world. Therefore, for these events to be successfully organised and supported by the local communities, governments and associated organisers must provide appropriate justification to support the considerable spending and efforts channelled towards hosting the events. In most cases, the most reasonable justification for organising such events is the potential benefits they influence on the local people and the host country. In most countries, tourism plays a major role in social and economic development. Therefore, it is expected that any event that would generate increased tourism activities would receive significant support and appreciation from the residents. Previous research has shown little support for the relationship between mega-events, such as FIFA world cup and tourism development or activities.<sup>8</sup> Therefore, this research sought to assess the relationship between mega sporting events and tourism by evaluating the anticipated impacts of the 2022 FIFA World Cup on tourism in Qatar.

## **1.3 Research aims and objectives**

This research study aimed to examine the perceptions of people regarding the effects of the 2022 FIFA world cup on tourism in Qatar. The following objectives informed this aim

- i. To determine the impacts of the 2022 FIFA world cup on tourist sites, tourism businesses and the tourism sector
- ii. To determine tourism development activities linked to the 2022 FIFA world cup in Qatar.
- iii. To examine whether tourism development is dependent on income from the event, the number of visitors from the event, local economic growth and/or growth of tourist sites

## **1.4 Research Hypotheses**

The study was based on the following hypotheses

- a) There are no significant impacts of mega sporting events on tourist sites, tour businesses and tourism sector

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<sup>5</sup>Chaberek-Karwacka, Grażyna, and Julia Ziółkowska. "The impact of mega events on the local economic development through the development of social capital." *Journal of Geography, Politics and Society* 7, no. 4 (2017).

<sup>6</sup>Bob, Urmilla, and Cheryl Potgieter. "Mega-events and tourism impacts: Foreign visitor perceptions of the 2010 FIFA World Cup in South Africa." *Journal of Human Ecology* 43, no. 1 (2013): 71-82.

<sup>7</sup>Baumann, Robert, and Victor Matheson. "Mega- Events and Tourism: The Case of Brazil." *Contemporary Economic Policy* 36, no. 2 (2018): 292-301.

<sup>8</sup>Baumann, Robert, and Victor Matheson. "Mega- Events and Tourism: The Case of Brazil

- b) There is no significant relationship between tourism development activities, such as transportation facility, Internet, good food, accommodation, recreation, entertainment, nourishment, and shopping linked to the 2022 FIFA world cup in Qatar
- c) There is no significant relationship between tourism development and income from event, number of visitors from the event, local economic growth and growth of tourist attraction sites

### **1.5 Significance of the research**

The significance of the study lies in the fact that it provides a first account of the anticipated impacts of the 2022 FIFA World Cup on the tourism development and activities in the host nation. For governments and policymakers, the findings from this study showed that with appropriate tourism infrastructure, significant benefits could be maximised when host countries host mega sporting events. Therefore, the study guides governments in putting measures in place in pursuit of establishing and maintaining a good brand image that can attract more tourism activities when hosting mega sporting events. For the tourism sector, the recommendations of this study will enhance appropriate planning for mega sporting events towards maximising the potential benefits arising from tourism development activities during and after hosting mega sporting events. Moreover, the study is significant to stakeholders as it informs them on the need always to ensure that tourism activities such as transportation facility, Internet, good food, accommodation, recreation, entertainment, nourishment, and shopping are available when planning for mega sporting events.

## **II. Literature Review**

### **2.1 Definitions of mega-events**

According to Müller, there is no clear definition, and many scholars have been trying to provide different variations of the concept of a mega event.<sup>9</sup> However, mega-events are commonly classified as such because of the size. While some scholar regards mega sporting events to include events such as FIFA world cup and Olympic Games, others noted that events such as Expos, political summits or festivals may also be considered mega-events.<sup>10</sup> Other scholars also consider winter events to be mega sporting events, while others consider these as second-order events.<sup>11</sup> Müller also notes that the definition of mega-events may be different based on the focus of the researcher or author.<sup>12</sup> In most cases, the distinction between a regular and mega-event often lies in size. Many scholars agree that mega-events are usually large compared to regular events. Such a difference is also made from various perspectives, including the event's attractiveness to visitors, mediated reach, the associated costs and potential transformative impacts of the event on the community or people from where it is hosted. The fact that there is great disparity and difference among scholars regarding what can be considered a mega event or a regular event calls for more in-depth research into findings appropriate factors that should be used when making the distinction. However, it is agreeable that mega-events have to be larger than regular events when examined through different lenses.<sup>13</sup>

### **2.2 Economic Impacts of mega sporting events**

Many scholars agree that mega sporting events have significant economic impacts on the host nation. Specifically, these studies have shown that the presence of such events as the FIFA world cup has often resulted in improvement or growth of the economy. In a review of the economic impacts of FIFA world cups on host nations, Antón, Alonso & Rodriguez, generated a regression trend that was based on the last seven countries that hosted the FIFA World Cup.<sup>14</sup> The results from the study shown that the hosting of these mega-events contributed to the economic growth and development of these countries. A comparative study conducted by Ageev&Altukhov compared the economic benefits of FIFA world cups between 1998 and 2018.<sup>15</sup> The results showed that significant economic effects were reported in the countries that hosted these events, especially in

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<sup>9</sup>Müller, Martin. "What makes an event a mega-event? Definitions and sizes." *Leisure studies* 34, no. 6 (2015): 627-642.

<sup>10</sup>Rose, Andrew K., and Mark M. Spiegel. "The olympic effect." *The Economic Journal* 121, no. 553 (2011): 652-677.

<sup>11</sup>Coates, Dennis. "Not-so-mega events." In *International handbook on the economics of mega sporting events*. Edward Elgar Publishing, 2012.

<sup>12</sup>Müller, Martin. "What makes an event a mega-event? Definitions and sizes."

<sup>13</sup>Ibid

<sup>14</sup>Antón, Antonio J. Monroy, Juan Jose Mendez Alonso, and GemaSaez Rodriguez. "Mega-events impact on economic growth: Analysis of the South African World Cup."

<sup>15</sup>Ageev, V. I., and S. V. Altukhov. "Comparative Analysis of Costs and Economic Effects of the FIFA World Cups (1998–2018)." *Zhurnalnovojehkonomicheskoyassotsiatsii* (2018): 158-167

the South African context. Most of the economic impacts or benefits of Mega sporting events are a direct result of tourism. It is with the influx of tourist that businesses boom thus resulting in additional revenues for the residents. In the case of South Africa, the fact that the country was hosting such a mega event resulted in significant infrastructural developments in the form of building better stadiums, and transportation networks, all of which can be regarded as substantial economic growth in this country which significantly impacted on the tourism sector<sup>16</sup>.

From an economic perspective, the impacts of mega sporting events also lie in the fact that it helps support local economies through the creation of jobs or employment opportunities as well as facilitating the circulation of funds at the local level as large numbers of visitors are attracted to these events, leading to significant economic growth from tourism activities. As noted by Chaberek-Karwacka & Ziółkowska, the economic impacts of mega sporting events lie in the fact that these events support local economies through the development of social capital in the host areas or nations.<sup>17</sup> However, it is through tourism that these economic effects are felt.<sup>18</sup> For instance, in the pursuit of accommodating and meeting the transportation needs of tourists, changes in infrastructural development have been realised in host countries, and this is expected too for Qatar.

### **2.3 Socio-cultural impacts of mega sporting events**

In a comparative study conducted by Ageev, & Altukhov (2018), the researcher concluded that there was evidence of socio-cultural growth in countries that hosted the world cup events. According to the study, the most significant socio-cultural impacts of the world cup event included the improved image of the host country organising the event, the hospitality of the host people, and sports tourism development. From a social perspective, mega sporting events play a major role in bringing people from different areas in one place to participate or support the event. In such a context, chances for socialising are significantly increased since people interact with each other at different capacities. Therefore, it is through tourism that people from various regions in the world congregate in one place, facilitating socialisation processes. Through the interaction between these people, there is also a significant cultural exchange. While the visitors tend to know and understand the cultural beliefs and values of the local people, the local people become acquainted with the cultural values, attitudes and norms of the visitors who come from different parts of the world. Therefore, mega sporting events enhance tourism, thus providing an appropriate environment for the creation of social networks and cultural exchanges.

According to Maharaj, the most significant effects of mega sporting events such as the Commonwealth Games, and the FIFA world cup is that they support social interaction which is ideal for local economic growth.<sup>19</sup> However, the study by Maharaj, shows that these mega-events had significant negative impacts on the local people in terms of family disruptions, loss of livelihoods and failure to be actively involved in the organisation processes of these events.<sup>20</sup> According to a research study conducted by Visser, the FIFA world cup held in South Africa had significant impacts on the social and cultural factors of the residents especially as a result of an influx of tourists in the country.<sup>21</sup> The event was believed to be a social-cultural legacy for the host country. The Smith's National Pride Index of the local residents was significantly improved with the majority of the residents showing greater euphoria and excitement during the event, which is linked to meeting with new people and socialising.

### **2.4 Effects of mega sporting events on tourism**

According to a study on the impacts of FIFA world cup on tourism in South Africa, Bob & Potgieter showed that South Africa used the event to market and promoted the country as a great sports event destination.<sup>22</sup> Therefore, the presence of the event in the country was core to enhancing and promoting sports tourism. During the event, many people from all over the world travelled to South Africa to support their teams

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<sup>16</sup>Ibid, 163

<sup>17</sup>Chaberek-Karwacka, Grażyna, and Julia Ziółkowska. "The impact of mega events on the local economic development through the development of social capital

<sup>18</sup>Ibid, 15

<sup>19</sup>Maharaj, Brij. "The turn of the south? Social and economic impacts of mega-events in India, Brazil and South Africa." *Local economy* 30, no. 8 (2015): 983-999.

<sup>20</sup>Maharaj, Brij. "The turn of the south? Social and economic impacts of mega-events in India, Brazil and South Africa."

<sup>21</sup>Visser, Stephen David. "The socio-cultural impact of the 2010 FIFA World Cup™ on Cape Town residents." PhD diss., Cape Peninsula University of Technology, 2015.

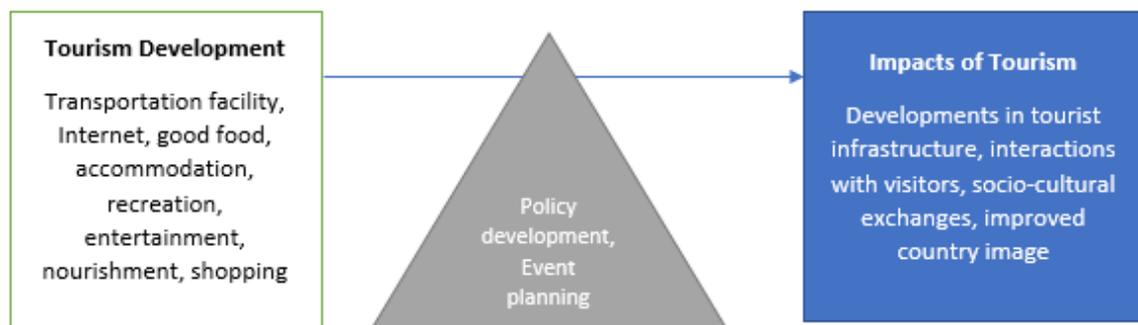
<sup>22</sup>Bob, Urmilla, and Cheryl Potgieter. "Mega-events and tourism impacts: Foreign visitor perceptions of the 2010 FIFA World Cup in South Africa

and for other purposes that were not related to sports. However, the event increased tourist activities in the country. The study also explored the perceptions of visitors regarding the event and noted that the majority of the tourists enjoyed staying in South Africa. These positive experiences for visitors are essential in strengthening the image of the country across the face of the world, further promoting tourism. A case study developed by Baumann & Matheson examined the relationship between mega-events and tourism.<sup>23</sup> The study focused specifically on the relationship between tourism and mega sporting events by using the 2014 FIFA world cup held in Brazil. According to the authors, the host nations often justify their massive spending to the fact that these events usually result in a high influx of tourists. In this case, it is assumed that the event will attract huge numbers of tourists, in turn, causing other economic benefits to the host country

## 2.5 Theoretical and Conceptual frameworks

This study uses a theoretical framework that explains how host residents can be impacted by mega sporting events in terms of their attitudes insofar as tourism is concerned. This framework used the social exchange theory<sup>24</sup> and the framework of social leverage. The central notion is that the success or effectiveness of mega sporting events is mainly dependent on their size (Mega-scale sports events). One of the known effects of mega sporting events such as the FIFA world cup is the positive impacts on the host nation as a result of increased tourism activities and tourism development. According to social exchange theory, social and behavioural change is often a result of an extensive exchange process that maximises the benefits for both parties. In this context, the benefits relate to the improvement in tourist activities and tourism development which are a direct result of hosting an event, such as the FIFA world cup.

The conceptual framework for the study is summarised in Figure 1. It is clear that there is a possible connection between tourism development and potential impacts of the FIFA World Cup on tourism. All these are dependent on appropriate planning approaches for the event.



**Figure 1:** Conceptual Framework

## III. Research Methodology.

### 3.1 The research Design

A research design summarises the plan employed for conducting any research. The research design also details the data collection and analysis processes. This study employed a quantitative research design that collected data using structured questionnaires. The research design was appropriate for this study because it allowed the data to be obtained directly from the participants and be analysed based on the numerical data collected. As outlined by Ponelis, an appropriate research design ensures that the data collected for the research is rich and appropriate for the research questions.<sup>25</sup> Thus, the quantitative research design was appropriate for collecting information on perceived impacts of mega sporting events on tourism in the host country, Qatar.

<sup>23</sup>Baumann, Robert, and Victor Matheson. "Mega- Events and Tourism: The Case of Brazil." *Contemporary Economic Policy* 36, no. 2 (2018): 292-301.

<sup>24</sup>Cropanzano, Russell, Erica L. Anthony, Shanna R. Daniels, and Alison V. Hall. "Social exchange theory: A critical review with theoretical remedies." *Academy of Management Annals* 11, no. 1 (2017): 479-516.

<sup>25</sup>Ponelis, Shana R. "Using interpretive qualitative case studies for exploratory research in doctoral studies: A case of Information Systems research in small and medium enterprises." *International Journal of Doctoral Studies* 10, no. 1 (2015): 535-550.

### **3.2 Sources of Data and Data collection method**

The target population included workers in the tourism sector, especially in the Qatar Tourism Authority. This study depended on primary data collected directly from the study population. The use of primary data was essential in ensuring that the research was built on first-hand data from the research subjects. Primary data was necessary for this research because it directly provided insights into the perception of the respondents towards the event under study. Therefore, employees at the different staff level and in management were used for the study as long as these employees worked in the tourism sector. The structured questionnaires were sent to the respondents via email. After reception of the questionnaires, the respondents were required to fill the questionnaires and send back the filled questionnaire to the researchers via email for further analysis.

### **3.3 Method of Data Analysis**

The resulting data from the questionnaires were coded appropriately and analysed using SPSS version 25. The analysis of the data was based on the research objectives. As such, each of the research objectives was analysed independently. The data analysis used descriptive statistics to give a summary and overview of the findings. Multiple regression and correlation analysis were used to determine the relationship between different elements of the 2022 FIFA World Cup and the tourism development in Qatar.

### **3.4 The research Hypothesis**

The research study was based on the following hypotheses

- a) There are no perceived benefits of FIFA world cup in 2022
- b) There is no significant relationship between tourism development activities linked to the 2022 FIFA world cup in Qatar
- c) There is no significant relationship between tourism development and income from the event, the number of visitors from the event and local economic growth

### **3.5 Research models used to attain all the research Objectives**

The research used quantitative research models to achieve the objectives of the study. Also, the sampling was based on simple random sampling aimed at ensuring that the sample was appropriate and a representation of the population studied. Randomisation is a vital research method that was used in this study to ensure that high-quality data was generated from the research. Randomisation techniques were also pivotal in ensuring that results from the study could be generalised to the broader population, thus increasing the trustworthiness of the findings.

### **3.6 Ethical considerations**

The research study factored in all ethical principles and factors in all stages of the research. The investigators ensured all ethical guidelines were followed regarding the safety of participants, and information provided by the participants. The study needed to pass all relevant reviews for approval. Besides, participants were required to sign written informed consent forms to ensure that their participation in the research was voluntary. The researcher ensured that all information provided by the participants was kept confidential

### **3.7 Research Limitations**

A major limitation of this study was related to ensuring that an appropriate number of people were included in the research. Therefore, the study used appropriate sampling measures to ensure that an appropriate sample was used for the study. Inability to attain a high response rate was a major limitation that may affect the reliability and validity of the findings.

## **IV. Analysis, Results and Discussion**

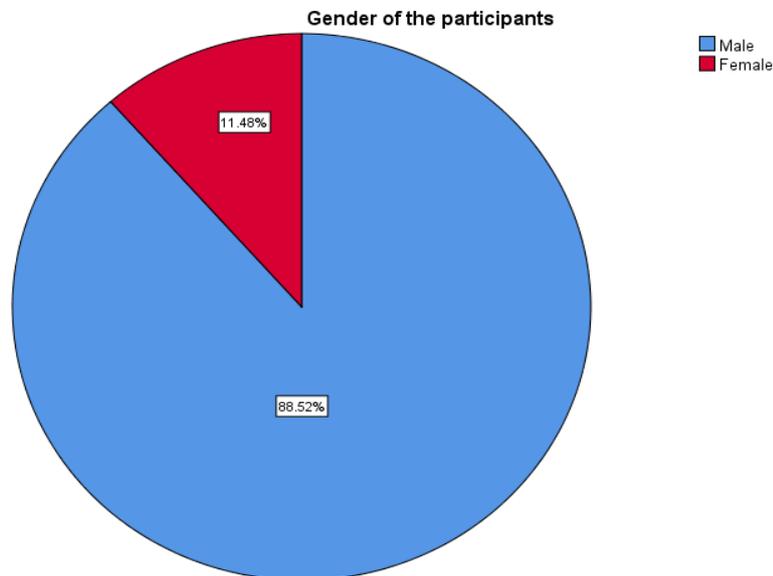
### **Overview**

Chapter 4 of this research study focused on presenting the significant results from the research in terms of the demographic characteristics and the research objectives. The analysis was done using SPSS version 25 and was presented in the form of tables and figures.

### **4.2 Descriptive statistics**

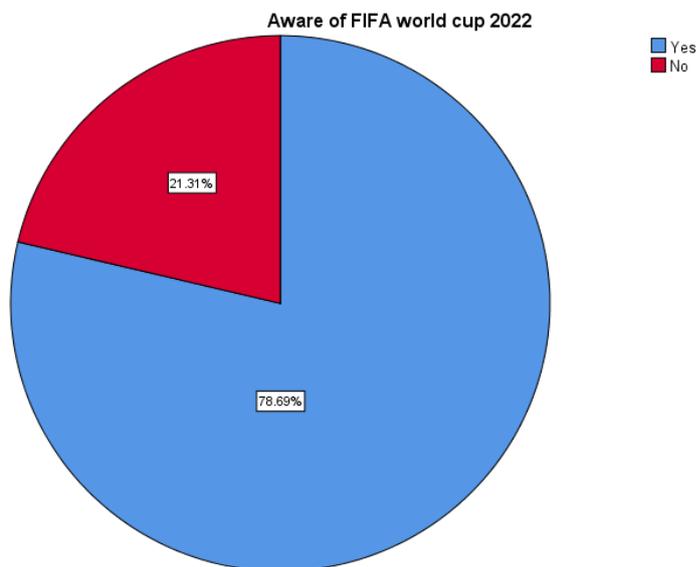
Insofar as age was concerned, the respondents were required to provide information on their age, which was collected in the demographic section of the questionnaire. The mean age of the respondents was 32.4 years

(SD=10.223). These showed that on average, the majority of the respondents were of middle age. Also, the gender of the respondent was explored in the study. Based on the aspect of gender included in the questionnaire, respondents were required to state their preferred gender orientation. As shown in Figure 2, the majority of the respondents (88.53%) were male, while the remaining 11.48% were female. These findings indicate the availability of males for participation in the study was higher than that of women, thus providing information on the social stratification of the population.



**Figure 2:** Gender of the participants

To understand the effects of the upcoming world cup event on tourism development and activities, respondents were asked to provide information on whether they were aware of the 2022 FIFA World Cup to be hosted by their country. As shown in Figure 3, the majority of the respondents (78.69%) were informed that the country would be hosting the event while only 21.31% were not aware that Qatar would be hosting the FIFA 2022 world cup.



**Figure 3:** Awareness that Qatar will host the 2022 FIFA World cup

#### **4.3 Hypothesis 1:**

##### **There are no significant perceived benefits of 2022 FIFA world cup in Qatar.**

The respondents were also asked to rate the extent to which they thought the upcoming FIFA 2022 world cup would be beneficial to the country. The questions relating to benefits of FIFA 2022 were collected based on the extent at which the respondents agreed with statements regarding the anticipated benefits of the

mega event. In this case, a score of 1 meant that the respondents strongly disagreed with these statements. In contrast, a score of 10 indicated that the participants strongly agreed with statements related to the anticipated benefits of the upcoming mega event. The summary of the findings is shown in Table 1

**Table 1:** Anticipated benefits of FIFA 2022

	Mean	SD
FIFA world cup will lead to economic growth	9.230	1.902
FIFA world cup will lead to social-cultural growth	3.001	2.455
FIFA world cup will lead to tourism development	7.019	2.687

A further one-way ANOVA test was conducted to determine whether there were any differences in the means of the data on the anticipated benefits of FIFA world cup 2022. The results showed that there was a significant difference between the benefits ( $F=10.846, p<0.05$ ). Based on the mean differences, the perceived differences existed between economic growth, tourism development and socio-cultural growth. Expressly, the respondents agreed that the most important anticipated benefit of the upcoming FIFA world cup is the economic growth and tourism development which had higher average scores. However, many of the participants noted that the sociocultural benefits would be minimal (Mean = 3.001, SD=2.455)

**4.4 Hypothesis 2:**

**There is no significant relationship between tourism Development activities linked to the FIFA world cup in 2022**

The respondents were also asked to rate the extent to which they thought the upcoming FIFA 2022 world cup could be directly linked to tourism development activities. The questions related to tourism development activities, such as the construction of transportation facilities, provision of the Internet, food, and accommodation, as well as recreation, entertainment, and provision of shopping facilities, and how these activities related to 2022 FIFA World Cup. The respondents were required to gauge the extent at which they agreed to statements regarding the anticipated relationship between tourism development activities and FIFA world cup 2022. In this case, a score of 1 meant that the respondents strongly disagreed with these statements while a score of 10 indicated that the participants strongly agreed with statements related to the anticipated benefits of the upcoming mega event. The summary of the findings is shown in Table 2

**Table 2:** Relationship between tourism development activities and FIFA 2022

	Tourism development	
	r	p-value
Tourism development		
Tourism activities will increase due to the 2022 FIFA world cup	0.541	.023*
Businesses will improve as a result of tourism activities	0.211	.323
People are planning to benefit from FIFA world cup 2022	0.785	.044

\*p-value<0.05 significant

A further correlation analysis was conducted to determine whether there were any significant relationships between the anticipated tourism development activities and the 2022 FIFA world cup in Qatar. The findings showed that there was a significant relationship between tourism development activities and anticipated FIFA 2022. There was a positive relationship between tourism development and increase in tourist activities ( $r=0.541, p<0.05$ ). There was also a significant positive relationship between tourism development and people’s plans to benefit from the FIFA 2022 World Cup through economic activities.

**4.5 Hypothesis 3:**

**There is no significant relationship between tourism development and income from event, number of visitors from the event, local economic growth and growth of tourist attraction sites**

The respondents were also asked to rate the extent to which they thought the 2022 FIFA world cup event would lead to increased income from tourism, number of visitors related to the event, local economic growth and development of tourist attraction sites. The relationship between these variables and tourism development was tested using multiple regression analysis. The resulting model had an  $R^2 = 0.673$ , which means that the dependent variable could explain up to 67.3% of the changes in the independent variables. Therefore, the resulting regression model has a prediction of 67.3%. A summary of the coefficients and the relationship between the dependent variable (Tourism development) and the independent variables (income from event, number of visitors from the event, local economic growth and growth of tourist attraction sites). The multiple regression model showed that there is a significant relationship between tourism development and the selected independent variables ( $F=8.9005, p<0.05$ ).

**Table 3: Regression model coefficients**

	B	p-value
Income from the anticipated FIFA world cup	59.443	0.039*
Number of visitors from the event	32.958	0.015*
Growth of tourist attraction sites	19.093	0.007*
Local economic growth	8.229	0.875

Dependent variable: Tourism development, \*p-value <0.05 significant

The multiple regression model showed that tourism development in Qatar is significantly dependent on the following independent variables, including income from the anticipated FIFA world cup ( $p < 0.039$ ), the number of visitors that will visit the country for the event ( $p < 0.015$ ) and growth of tourist attraction sites ( $p < 0.007$ ). These findings show that the upcoming FIFA 2022 world cup will have a significant effect on tourism development. Among the important tourist developments that will improve as a result of the upcoming mega event will include an increase in income from the visitors, increase in the number of visitors coming into the country and the development of tourism attraction sites.

#### 4.6 Discussion of findings

The results of the study showed that there are perceived benefits of the 2022 FIFA world cup such as economic growth, tourism development and socio-cultural growth. Specifically, the respondents agreed that the most important anticipated benefit of the upcoming FIFA world cup is the economic growth and tourism development which had higher average scores. However, the benefits of mega sporting events such as tourism mean that appropriate planning has to be done primarily by the event planners so that the host country can benefit maximally from the event. Based on a case study of the FIFA 2010 World Cup, which was held in South Africa, maximum tourism benefit from mega sporting events such as world cup can only be felt after comprehensive planning measures, and approaches have been conducted.<sup>26</sup> The correlation analysis also showed that there were significant relationships between tourism development activities and the anticipated FIFA world cup 2022. There was a positive relationship between tourism development and increase in tourist activities in 2022. There was also a significant positive relationship between tourism development and people's plans to benefit from the FIFA 2022 World Cup through economic activities. These findings support previous studies by the WTO regarding potential benefits of mega sporting events such as the world cup on tourism development and activities. According to the WTO, event planners and host residents can maximise the benefits from tourism during the FIFA World Cup by ensuring that appropriate plans are put in place before the event begins to ensure that the country taps into the opportunities linked to the mega event.<sup>27</sup>

These findings show that the upcoming FIFA 2022 world cup will have a significant effect on tourism development. Among the important tourist developments that will improve as a result of the upcoming mega event will include an increase in income from the visitors, increase in the number of visitors coming into the country and the development of tourism attraction sites. The relationship between these events and the high number of tourists of visitors has also been reported in other studies. Most of these people visit the host nation for purposes related to the event. According to Fourie, Johan, and Maria Santana-Gallego, mega sporting events are often associated with a large number of tourist arrivals which is often linked to high business activities in these areas.<sup>28</sup>

## V. Summary, Conclusion and Recommendations

### 5.1 Overview

This chapter summarises the results from the study in terms of the individual variables and the relationship between the various variables. The chapter also draws on significant conclusions from the study. From these conclusions, significant recommendations can be made that relate to the study research questions.

<sup>26</sup>Bob, Urmilla, and Cheryl Potgieter. "Mega-events and tourism impacts: Foreign visitor perceptions of the 2010 FIFA World Cup in South Africa." *Journal of Human Ecology* 43, no. 1 (2013): 71-82.

<sup>27</sup>World Tourism Organisation. (2017). *Maximising the Benefits of Mega Events for Tourism Development: Cases from the Olympics, FIFA World Cup and Expo*. World Tourism Organisation (UNWTO).

<sup>28</sup>Fourie, Johan, and Maria Santana-Gallego. "The impact of mega-events on tourist arrivals." *Stellenbosch, Stellenbosch University* (2010).

## 5.2 Summary

The results of the study showed that the perceived benefits of the 2022 FIFA world cup in Qatar fall under economic growth, tourism development and socio-cultural growth. Specifically, the respondents agreed that the most important anticipated benefit of the upcoming FIFA world cup is the economic growth and tourism development which had higher average scores. The correlation analysis also showed that there were significant relationships between tourism development activities and the anticipated FIFA world cup 2022. There was a positive relationship between tourism development and increase in tourist activities in 2022. There was also a significant positive relationship between tourism development and people's plans to benefit from the FIFA 2022 World Cup through economic activities. These findings show that the upcoming FIFA 2022 world cup will have a significant effect on tourism development. Among the vital tourist developments that will improve as a result of the upcoming mega event will include an increase in income from the visitors, increase in the number of visitors coming into the country and the development of tourism attraction sites. These findings support the fact that respondents have significant anticipated benefits for the upcoming events many of the people in Qatar believe that the event will be a boost to the country's tourism activities and development.

## 5.3 Conclusions

It can be concluded that the perception of people towards the potential benefits of the upcoming FIFA world cup is positive. A significant number of participants noted that the forthcoming FIFA world cup event would be of great value to the people of Qatar. Not only will the event stand out as a major event in the country's history, but will also have other potential benefits to the residents. In addition to the well-studied social and economic benefits of FIFA world cup events, this study has proven that such mega sporting events significantly contribute to tourism development and tourist activities. One of the most crucial benefits of the world cup concerning tourism development is the high number of visitors that will be around the country during the mega-event. It is likely that with such a high number of tourists visiting, income from the various tourist activities may also be significant. Besides, the fact that many visitors would be visiting the country means that potential improvements in exiting and possible tourist attraction sites may be improved. In summary, the upcoming FIFA World cup event will have positive impacts on tourism development and tourist activities.

## 5.4 Recommendations

This study generated several recommendations for project managers and other business persons in the tourism sector. The result also generates recommendations for future research. The findings from this research have shown that the anticipated benefits of the FIFA 2022 world cup on the tourist activities and tourism development in Qatar are significant, especially among the residents. With the upcoming mega event, people in Qatar are expecting a major boost in tourist activities. It is recommended from this study that local populations should support the government and be ready to maximise the potential benefits it may bring to the nation. For those individuals in the tourism sector, this can be an excellent opportunity to improve their activities accordingly and gain from tourism activities by enhancing planning as well as putting in place measures that will enhance tourism development in the country. For project managers, the study recommends that they should maximise the economic benefits of the events by steering significant changes towards meeting tourist needs, such as providing enough transportation facility, access to accommodation, recreation, and entertainment as well as shopping facilities. Moreover, the researcher recommends further research in areas such as how government policies can be developed such that tourist activities in significant events such as the world cup can be prioritised.

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## Appendices

### Appendix I: Questionnaire

#### Section A: Demographic data

1. What is your Age?
2. What is your gender? A) Male B) Female
3. Are you aware of the upcoming FIFA 2022 world cup in Qatar? A) Yes B) No

#### Section B: Objectives

**With regards to the following statements agree or disagree by writing 1 for strongly disagree and 10 for strongly agree**

4. The 2022 world cup will lead to economic growth
5. The FIFA 2022 world cup will lead to social and cultural benefits
6. The FIFA world cup will lead benefits to the tourism sector

**With regards to the following statements agree or disagree by writing 1 for strongly disagree and 10 for strongly agree**

7. There is tourism development and activities are high in Qatar
8. Tourism activities will increase in 2022 with the world cup
9. Businesses will improve as a result of tourism activities
10. Many people are planning on how they will benefit from the tourists coming into the country in 2022

**With regards to the following statements agree or disagree by writing 1 for strongly disagree and 10 for strongly agree**

11. Tourism will lead to improvements in businesses
12. The tourism will increase the income and money circulating in the country
13. More visitors will come into the country
14. Local economy will improve as a result of the tourism
15. More attraction sites will be built for the tourists