





## Opportunities for Hosting Mega Sports Events (Case Study: Qatar)

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### ABSTRACT

**Purpose:** The current research aimed to identify the opportunities of hosting mega sports events (case study: Qatar).

**Methods and Materials:** interpretive paradigm, qualitative approach, and foundational data theorizing strategy were utilized with an emergent or Glazerian approach. The research participants were experts in sports events, such as sports managers, sports management professors, sports experts, and experienced athletes participating in international events. The theoretical sampling method was purposeful, and the persons were consciously selected. The semi-structured interview instrument collected the most important and in-depth information by referring to them. The criterion was the realization of theoretical saturation, which was finally conducted in 14 semi-structured interviews. Interpretive analysis using actual coding and theoretical coding was applied to analyze the content of the interviews. The reliability of the interviews was achieved through reviewing and modifying the findings and confirming the coding of each interview by the interviewee. The reliability of the interviews was confirmed by exploiting process audit and intra-subject agreement of 72%.

**Findings:** 48 opportunities were identified in hosting the 2022 FIFA World Cup in Qatar in 6 categories: "political" with six factors, "economic" with 8, "socio-cultural" with 9, "sports industry" with 8, "Infrastructure and services" with 12 and "environment" with 4.

**Conclusion:** By examining the opportunities of holding the mega event of the World Cup in Qatar, it is suggested to the sports administrators of the countries to host sports events to be seen on the world stage and to give international prestige to their country, increasing soft power and diplomatic influence. On the other hand, by holding international events, countries may get huge investments and partnerships with multinational companies. Tourism, however, is booming in the country, and it causes modernization, the development of technology, and job creation in key sectors such as construction, real estate, and hospitality. By holding mega sports events, however, countries may share their culture and values with the world and create a good global image for themselves. Additionally, sporting talents are discovered and championed in different sports fields while mega sports events are held.

**Keywords:** hosting sports events, mega sports events, Qatar, World Cup

## 1. Introduction

In the current arena, sports are not only recognized as an entertainment phenomenon or a show of strength, but the majority of individuals consider sports as a dynamic factory that holds high capacities in earning money, spreading the culture of sports, a friend and colleague of the health systems and health of the body and mind of individuals, a suitable means to control and restrain the energy of young groups and many things that are important for both governments and families (Ghaderi et al., 2023; Ghiabi et al., 2023; Heydari Rad et al., 2023). The event, however, is the heart of the sport, at the heart of the competition. Most of the activities of sports organizations find an objective expression in the form of sports events, and a large part of the social legitimacy of sports depends on it. Furthermore, the organization of sports events is a special aspect of management capacity in sports, where various aspects of sports management include risk management, budgeting, staff management, marketing, and financial support (Yoshida & James, 2011). Human basic needs, including personal, physical, and psychological requirements, are likely to be met by mega-events.

Mega events play many roles, including community development, cultural heritage, tourism, and cultural awareness, and pursue different goals; on the one hand, they promote the individual and team performance of the society, and on the other hand, they cause a sports field to be displayed that makes the general public willing to participate in it (Getz & Page, 2016).

Today, holding a mega sports event shows the economic development of the host society; on the other hand, it offers outstanding social progress worldwide. Mega sports events are a powerful instrument for promoting the culture and products of the region and the host city and strengthening urban programs. Following the end of the event, the infrastructures created are used for sports programs, entertainment, and commercial and social activities (Ghaderi et al., 2023; Xiang et al., 2023). Hosting a major sporting event is very expensive, involving massive spending on infrastructure and security. However, holding a big sports event has many positive effects on the host country's economy. The three main advantages that may not be ignored are economic growth, infrastructural heritage, and improving the country's image (Changqing et al., 2023).

The extraordinary growth of commercial sports and holding sports competitions in professional football leagues, volleyball, golf, athletics, basketball, boxing, and other

sports fields attract millions of spectators to stadiums (Hemmonsby & Tichaawa, 2019).

The Olympic Games and international events attract millions of sports enthusiasts worldwide. Moreover, millions of spectators carefully follow the results and news of these events, both directly and by attending the arenas of sports activities and through the media during these matches. Additionally, sports and healthy recreation as a profitable industry - directly and indirectly - contribute to developing countries (Barreda et al., 2017).

The World Cup is one of the biggest sporting events in the world. The World Cup is held every four years. The countries of Latin America and Europe, the two continents where football is more popular, traditionally hosted this mega event. As the sport has become global, the mega event has been hosted in the United States (in 1994), Japan/South Korea (2002), South Africa (2010), and Qatar (2022) (Andersson et al., 2021).

To hold a mega sports event, one should acquire planning, organizing, leadership, and communication skills with organizations and stakeholders so that the successful organization of these events may lead to social, economic, political and cultural prosperity of the host city and country and create positive public and customer-oriented attitudes towards the organization of sports events (Ludvigsen & Parnell, 2023); In fact, sports events are the objective and tangible face of the sports industry (Teixeira et al., 2023).

Hosting big sports events is a development strategy for cities and countries. Nowadays, most of the cities and countries are trying to request the holding of big events for their sustainable development and to circulate the development machine faster and more effectively. Hosting major sporting events such as the Olympic Games and the World Cup impacts countries' economic, social, and urban development. Moreover, drawing domestic and foreign investment leads to the economy of the city and the country because it causes the movement and growth of various branches such as job creation, promotion of sports among individuals, tourism, business opportunities, urban revitalization, and guiding social changes (Duan & Liu, 2021).

Furthermore, countries compete to host global sports events because of the capacity of economic, social, and prestige benefits despite being cautious regarding the burden of costs (Getz & Page, 2016). A study by Changqing et al. (2023) shows that sports events are integral to sustainable urban development and contribute to the city's political, economic, and cultural development (Changqing et al.,

2023). Lee et al. (2022) studied the impact of the PyeongChang Olympics on destination image, how negative issues are changed through hosting a major sporting event, and ultimately, its effect on the country and how a positive image is created. The results show that the negative issues of the destination do not significantly affect the satisfaction of the destination. In contrast, the negative issues of the Olympics are influential, and the satisfaction of the Olympics and the destination jeopardize the image of the destination (Lee et al., 2022). Tsekouropoulos et al. (2022) found that adopting sustainable tourism development through sports events is likely to be predicted by several variables, such as economic impact, residents' attitude towards sports events, and citizens' tendency to entrepreneurship. Furthermore, sports events affect citizens' tendency towards entrepreneurship. Consequently, the impact of sports events is multiple and affects many aspects of a tourist destination. The effect of sports events on the destination is related to the tendency of citizens to engage in entrepreneurship related to sports events (Tsekouropoulos et al., 2022). Kobierecki & Strozek (2021) found that major sports events had a significant effect on creating a positive image of the host countries of the Olympic Games and the Football World Cup (Kobierecki & Strozek, 2021). Chalupa & Petricek (2021) focused on the impact of hosting the IIHF World Championship on the local hotel market using the case of Prague (IIHF World Championship 2015) and Bratislava (IIHF World Championship 2011). By exploiting empirical data collected from 95 hotels in Prague and 25 hotels in Bratislava, the key findings of this study show a lack of long-term positive effects but a high short-term and immediate effect. In the case of Prague, the main increase in market performance is likely to be identified in the final stage of the tournament, mainly in the rate of ticket sales. For Bratislava, however, a significant impact was evident throughout the game, with the entire market never reaching the same level of performance. This study emphasizes more variables such as seasonality, market segmentation, revenue management, and destination management (Chalupa & Petricek, 2021).

In the innovative development of sustainable tourism and entrepreneurship through sports events, Salahi Kejor and Kia Lashki (2023) disclosed that acceptance of sustainable tourism development through sports may be predicted by several variables such as economic impact, residents' attitude towards sports events and citizens' willingness to be entrepreneurs; therefore, sports events affect many aspects of a tourist destination. Correspondingly, the desire of

citizens to be entrepreneurs is related to sports events (Salahi Kajoor & Kia Lashki, 2023).

Concerning the stated contents, the growing acceptance of people to the field of football and the importance of mega sports events such as the World Cup, which has attracted the attention of many people from all over the world and brings many benefits to countries, especially the host country; on the other hand, the optimal use of hosting mega sports events requires identifying the opportunities of this event, and the information and organization plans of previous mega sports events provide valuable perspectives for planning and managing future events and lead to better exploitation. Therefore, the researcher attempts to understand the opportunities available in this mega-event by examining the hosting of the mega-sports event in Qatar and providing effective strategies for managing the events in the future. Considering that Qatar won the hosting of the 2022 FIFA World Cup and the researcher may conduct field interviews in this mega event, this research seeks to answer the question, what are the opportunities of hosting the Football World Cup (2022) Mega Sports event in Qatar?

## 2. Methods and Materials

Regarding the interpretative paradigm, the current research is based on the qualitative approach and the theoretical strategy of foundation data in the emergent or Glazerian method. The research participants were experts in sports events, such as sports managers, sports management professors, sports experts, and experienced athletes participating in international events. The participants were selected through the theoretical sampling method, where the sampling was purposeful, and the individuals were chosen consciously and by referring to them; the semi-structured interview instrument collected the most important and in-depth information, and the criterion was the realization of theoretical saturation. Furthermore, theoretical saturation is achieved when new interview data does not give the researcher unique theoretical insight. Therefore, the theoretical sampling continued until the theoretical sufficiency was reached.

The researcher's indicators for sampling from among the statistical population were people with teaching experience, writing books and scientific-research articles, or executive work experience of more than five years in the field of sports events; moreover, during the interviews, an effort was made to use the opinions of the interviewees to add their suggested experts to the list of interviewees if possible. Accordingly,

14 semi-structured interviews were conducted with elite people, and from the 12th interview onwards, the information received did not provide new theoretical insight for the researcher. However, the interviews continued until the 14th interview to ensure theoretical saturation.

Second-hand sources (41 scientific research articles in the field of super sports events published in the last five years) and first-hand sources (14 semi-structured interviews) were used in data collection.

The researcher started the interview with the general question, "From your point of view, what are the opportunities and challenges of hosting the World Cup in Qatar?" It started, and the continuation of the questions was designed based on the interviewees' answers. The average interview time with each person was approximately 30 minutes to one hour, which was adjusted according to the interviewees' information, interests, and opportunities. The interviews were recorded with the permission of the

interviewees and written down immediately after the interview. Interpretive analysis using actual coding and theoretical coding was used to analyze the content of the interviews. The reliability of the interviews was achieved through reviewing and modifying the findings and confirming the coding of each interview by the interviewee. Moreover, the reliability of the interviews was also confirmed by using process audit and intra-subject agreement of 72%.

### 3. Findings and Results

After reviewing 41 papers on mega sports events in the last five years, the opportunities to host a super sports event in Qatar were identified. Moreover, a semi-structured interview was conducted with experts in sports events. Table 1 shows the demographic data of the interviewees.

**Table 1**

*Frequency and frequency percentage of demographic characteristics*

Characteristics	Age		Position		Major		Education			Gender	
	Max.	Min.	Non-sport	Sport-based	Non-physical education	Physical education	Ph.D	Master	Bachelor	Female	male
Frequency	67	42	1	13	5	9	4	5	5	0	14
Percentage			71.2	92.8	35.7	64.2	28.5	35.7	35.7	0	100

To decode, following each interview, a line-by-line review of the text was done, and a name was given to each of the events, ideas, or situations. The researcher continues open coding until the central category emerges. Subsequently, coding is guided based on the major category.

Accordingly, 48 opportunities were identified in hosting the 2022 FIFA World Cup in Qatar in 6 categories: "political" with six factors, "economic" with 8, "socio-cultural" with 9, "sports industry" with 8, "Infrastructure and services" with 12 and "environment" with 4.

**Table 2**

*Political Category: Concepts and Codes*

Category	No.	Concepts	Papers/Articles	Interviews
Political	1	Being seen on the world stage as the second Middle East country to host the World Cup	R41	P8
	2	Giving international credit to Qatar	-	P1
	3	Create political influence	R32	P3
	4	Strengthening the image and reputation of the country	R35	P8
	5	Diversity in foreign partners		P11
	6	Increasing soft power and diplomatic influence	R32	P18

Table 3 shows the concepts and codes of the economic category along with the source of the article/paper and interview.

**Table 3**

*Economic Category: Concepts and Codes*

Category	No.	Concepts	Papers/Articles	Interviews
Economical	1	Creating the destination brand	R29	P2, P3, P6
	2	Huge investment and partnership with multinational companies	R29	P12
	3	Strengthening tourism	R2, R22, R24, R25, R30	P1
	4	Modernization and development of technology	R20	P3
	5	Job creation in key sectors such as construction, real estate and hospitality		P2
	6	Development of the country based on the economy arising from the holding of sports events	R5	P5
	7	Generating revenue and increasing profits for sporting events	R5	P7
	8	Investment in infrastructure for international hosting	R20	P1

Table 4 displays the concepts and codes of the socio-cultural category along with the source of the article/paper and interview.

**Table 4**

*Socio-cultural Category: Concepts and Codes*

Category	No.	Concepts	Papers/Articles	Interviews
Socio-cultural	1	The presence of women and highlighting the role of women in the Qatar World Cup	-	P6
	2	Sharing the culture and values of Qatar with the world	-	P8
	3	Create a good image of Qatar.	-	P2, P9
	4	Introducing the Islamic music and art of Qatar	-	P13
	5	Improving the standard of living in Qatar	R31	P3, P11
	6	Promoting exercise and health	R27	P16
	7	Public favor for hosting major international sports events	R23	P6, P11
	8	The end of the 2022 World Cup, the beginning of getting to know Islam	-	P8, P11
	9	The opportunity to hold other events	R10, R19	P1

Table 5 displays the concepts and codes of the sports industry.

**Table 5**

*Sports Industry Category: Concepts and Codes*

Category	No.	Concepts	Papers/Articles	Interviews
Sports industry	1	Development and strengthening of the volunteering system	R3	P3
	2	More interest in sports	R5	P8, P1
	3	Increasing the quality of holding sports events	R5	P12
	4	The growth of Qatar's sports industry	R5	P4
	5	Construction and provision of infrastructure for hosting	R31	P2, P3, P6
	6	Discovery of sports talents and heroism	R26	P12
	7	Gaining a suitable position in the global sports market	R16, R31	P9
	8	Visibility by FIFA and international federations	-	P3

Table 6 shows the concepts and codes of the category of infrastructure and services.

**Table 6**

*Infrastructure and Services Category: Concepts and Codes*

Category	No.	Concepts	Papers/Articles	Interviews
Infrastructure and Services	1	Creating standard hotels, camps, towns, and sports camps	R23	P1
	2	Reconstruction of a stadium and construction of 7 new stadiums	-	P5
	3	Creating stadiums that can be collected and made of non-polluting materials	-	P13
	4	Building a brand new metro system, a fleet of electric buses, a modern shipping port, and an expansion of the main airport	-	P3
	5	Advanced and cheap public transportation	-	P7, P5
	6	Proximity to stadiums and transportation	-	P6
	7	Becoming the main pole of television production and broadcasting	-	P2, P8
	8	Introducing G5 Internet Business Network	-	P13
	9	Use of modern cooling systems	-	P3, P11
	10	Floating hotels	-	P5
	11	Promotion of information and communication technology in the country	R3, R17, R18, R31	P6, P11
	12	Using the most advanced technologies and sports equipment in the world	-	P8

Table 7 displays the concepts and codes of the environmental category.

**Table 7**

*Environmental category: Concepts and Codes*

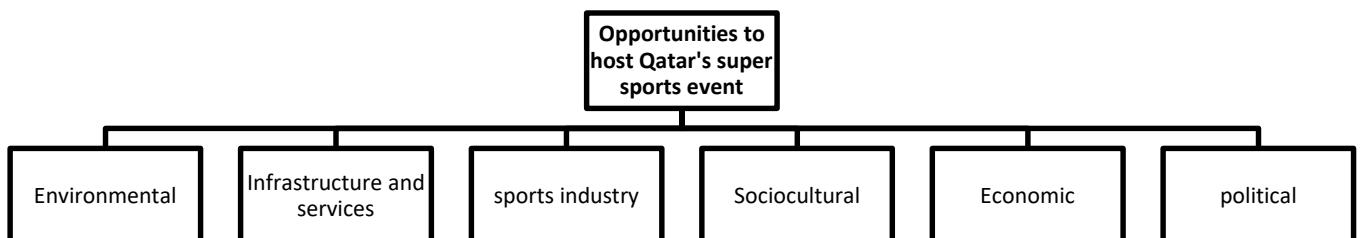
Category	No.	Concepts	Papers/Articles	Interviews
Political	1	Creating green spaces in Qatar	-	P1
	2	Creating a refrigerated stadium	-	P3
	3	80% recycling of Qatar World Cup waste	-	P8, P9
	4	Achieving Global Sustainability Assessment System (GSAS) certification for each venue	-	P11
	5	Create stable source code.	-	P14

In theoretical coding, integration is created by a communication pattern between categories. Moreover, the theoretical coding stage consists of abstract models that

combine their categories and characteristics so that a theory emerges. Figure 1 exhibits the pattern resulting from data analysis.

**Figure 1**

*The model resulting from data analysis*



**4. Discussion and Conclusion**

The Soccer World Cup is one of the most popular sports events in the world. Millions of individuals follow the



matches of different teams. However, the competitions are held among the national teams of other countries, and winning the World Cup is likely to be one of the greatest honors for any country. In addition to being a big and significant sports event, the World Cup has affected many social, economic, political, cultural, and dimensions in societies, and sometimes it goes to the stage of transformation. Therefore, in every round of the World Cup, research is conducted regarding the impact of that World Cup on various issues, and experts and researchers investigate its effects on multiple topics. Furthermore, studying the role of this important global event may affect the future of the host countries in the following periods. Therefore, the paper aimed to identify the opportunities and challenges of hosting the 2022 Football World Cup mega sports event in Qatar so that from the analysis of these opportunities and challenges, solutions are likely to be provided to host mega sports events as best as possible.

In the opportunities section, 48 opportunities to host the 2022 FIFA World Cup in Qatar were identified and classified into the following six subcategories: "political" with six factors, "economic" with 8, "socio-cultural" with 9, "sports industry," with 8, "Infrastructure and services" with 12 and "environment" with 4. Moreover, in the political aspect, the following factors were considered: the second Middle Eastern country to host the World Cup, giving international prestige to Qatar, creating political influence, strengthening the image and reputation of Qatar, diversity in foreign partners, increasing soft power and diplomatic influence.

The main goal that motivates all policies is soft power, allowing smaller countries to exert influence on the world stage commensurate with their size through civilian means and to integrate more closely into the international community. As instruments of diplomacy and foreign policy, Qatar's rulers are consistent with Qatar's desire to be "active around the world as an external state." The World Cup is an opportunity to promote the Foundation's goals and showcase Qatar's modernity and progress, including modern technologies.

Paying attention to sports is very strategic in Qatar's strategy, and the soccer World Cup, along with various other consequences, impacts the country's soft power in several areas.

One of the most important features of Qatar's foreign policy is adopting an active, independent foreign policy and playing the role of a small player with big policies. Qatar's active foreign policy pursues its ambitious goals by adopting

a mediation approach in disputes, military-security cooperation with NATO, gaining soft power and more international credibility, and survival strategies. However, the football World Cup has already been an opportunity for branding by connecting the countries with the host of the World Cup, showing the admiration and leadership of the world, and placing the government in the minds of the international audience. It seems that the government of Qatar tried to benefit from the soft power of the football World Cup by overcoming the issues and problems related to political, cultural, and social values to change its image and brand Qatar in the world positively. Part of a country's soft power is based on attractive culture, the ability of governments to transfer values and attract the opinion of other governments, and political values. Therefore, Qatar relied on displaying and promoting a country rich in traditions, culture, and unique heritage to apply soft power. These results are consistent with those of Kobierecki & Strozek (2021), who state that major sports events effectively shape countries' international image (Kobierecki & Strozek, 2021). Therefore, to be present on the world stage and to give international prestige to their country, countries host sports events, which accordingly increases soft power and diplomatic influence.

In the economic aspect, the following factors were considered: creating the destination brand, investment and partnership with multinational companies, strengthening tourism, renovation and development of technology, job creation in key sectors such as construction, real estate, and hospitality, the development of the country based on the economy arising from the holding of sports events, generating revenue and increasing profits for sporting events. Lu (2021) stated that sports events are important as a means to promote the sustainable development of tourism. However, following the mega-event of the 2022 World Cup, Qatar strives to expand its reputation for tourism, commerce, and investment not only among visitors to Qatar but also among billions of viewers worldwide (Lu, 2021). Therefore, this country took advantage of all possibilities to achieve the goals of its "National Vision 2030".

One of Qatar's tourism officials, Berthold Trenkel, announced before the start of the tournament, "This country plans to surprise visitors with something more than just football. New beaches, specialized parks, hotels, and modern water sports centers opened a few months before the competition. Creating infrastructure to host and accommodate visitors brought many positive economic benefits to the country. Hosting the FIFA World Cup created

more than 1.5 million new jobs in key sectors such as construction, real estate, and hospitality. Investing in constructing eight stadiums, roads with cool air, and zero carbon to the venue of the games, a place for fans to gather, train, and tourism, will add 17 billion dollars to the economic production of this country. These opportunities are consistent with those of Lu (2021), Pianese (2021), and Nešić et al. (2021), who argue that sports events are considered a means for the sustainable development of regional tourism and cause branding of the destination country. In the World Cup and the country of Qatar, one permanent job was created for every five tourists. Approximately 3 billion individuals followed the Qatar World Cup games through media alone, and this amount of viewing plays a significant role in introducing Qatar. Although the killing of 4,000 workers during the eleven years of hosting Qatar is a drawback, which focused the attention of human rights organizations, one million individuals traveled in Qatar from the moment the World Cup commenced until a month later, when it was Qatar's Independence Day, which created a stable occupation for every five tourists (Lu, 2021; Nešić et al., 2021; Pianese, 2021).

As Qatar's international profile increases, foreign investment will additionally likely rise. Zeckyte (2022) states that many foreign businesses are attracted to countries hosting major events due to increased economic growth (Zeckyte, 2022). Foreign investment will benefit Qatar by facilitating increased growth and economic development. The relationship between foreign direct investment and the hosting of sports competitions, a clear correlation between the countries that host the largest international sports tournaments, is measured by GlobalData's Global Sports Impact Index and is in line with the results of Harjito et al. (2021). Therefore, countries may gain significant investment and partnerships with multinational companies by holding international events. Moreover, with the holding of super sports events, tourism in the host country will prosper, which lead to the modernization and development of technology job creation in key sectors such as construction, real estate, and hospitality (Harjito et al., 2021).

In the socio-cultural aspect, the following factors were considered: highlighting the role of women in sports generally and in the Qatar World Cup particularly, sharing the culture and values of Qatar with the world, creating a good image of Qatar, introducing the Islamic music and art of Qatar, improving the standard of living in Qatar, promoting sports and health, public interest in hosting major

international sports events and considering the Islam- sport relationship. The mega-event of the 2022 World Cup allowed Qatar to share its vibrant culture and values with the world while creating a long-lasting legacy that will be associated with Qatar for years to come. The country of Qatar used the 2022 World Cup as an opportunity to introduce the religion of Islam to the world; for this reason, it spread the religion of Islam among the fans in various ways, including introduction booklets, Islamic wall paintings, and an interactive exhibition.

Qatar benefited positively from the social and cultural aspects of hosting FIFA 2022, and this was the first time a Middle Eastern country hosted the World Cup. Qatar is considered an opportunity to share its vibrant culture and values with the world while creating a long-lasting legacy associated with Qatar for years to come.

From stadiums to amazing cultural experiences, fans may immerse themselves in our hospitality and enjoy world-class football, said Khamis, a former attacking midfielder for the Qatar national team. Many incredible places showcase local culture, including the magnificent Al Beit Stadium, with its structure inspired by the tents used by nomadic people. However, the FIFA World Cup in Qatar is an achievement for the Arab world since it allows us to celebrate the culture while showing off our football pedigree. The region is stereotyped, and we do not have a chance to show the world that we are talented, determined, and peaceful people. One of Qatar's greatest wingers, Khalfan Ibrahim, stated, "This World Cup has provided an opportunity to change everything." In their study, Ghaderi et al. (2023) noted that a sports event positively affects the pride and image of the community, attachment to the community, national excitement, and cultural trust. Therefore, by holding mega sports events, countries can share their culture and values with the world and create an optimal global image (Ghaderi et al., 2023).

In the aspect of the sports industry, the following factors were considered: the development and strengthening of the volunteering system, more interest in sports, the growth of the quality of holding sports events, the growth of Qatar's sports industry, the construction and provision of infrastructure for hosting, discovery of sports talents and heroism, gaining a suitable position in the global sports market, being presence by FIFA and international federations.

One of the opportunities for Qatar is to be seen by FIFA and international federations as a sports destination. On the other hand, hosting Qatar in the 2022 World Cup became an



excuse for football development in Qatar and the Middle East. According to the updated FIFA rankings, Qatar is ranked 96th among all football nations worldwide, significantly lower than South Africa in 2010, the lowest ever to host a World Cup. Iran has the highest ranking in the Middle East region, although this is only good enough for 54th place on the FIFA list. Their competitive record boasts only sporadic success, with their last appearance at the WC ending in a first-round exit and no Asian Cup finals title since 1976. With the tournament in Qatar still ten years away, it's safe to say that young men across the country are gearing up in earnest for what they hope will be their country's first appearance at a World Cup. Neighboring countries such as Kuwait, Bahrain, United Arab Emirates, and other Middle Eastern representatives such as Iraq and Jordan, who made strides towards development in recent years, may take advantage of the most popular sporting events almost in their backyard.

While the 2010 World Cup in South Africa was ultimately disappointing for the continent's participants (only Ghana managed to get out of the group stage), the countries of the Middle East have ten years to prepare and create a strong challenge in a very unfamiliar environment for powerful federations such as the powerful federations of Europe and South America, which will benefit them. Certainly, in the next few years, we will see more money pouring into Qatari and Arab football than in the past. Therefore, by holding super sports events, countries promote sports and health and improve the standard of living among the people of the society. Correspondingly, while holding super sports events, sports talents are discovered and championed in different sports fields.

In the dimension of infrastructure and services, the following factors were considered: the creation of hotels, camps, towns, and standard sports camps; reconstruction of a stadium and construction of 7 new stadiums; creation of collapsible and non-polluting stadiums, the creation of a completely new metro system, a fleet of electric buses, a modern shipping port, the expansion of the main airport, advanced and cheap public transport, proximity to stadiums and transport routes, becoming the main pole of television production and broadcasting, introducing G5 internet business network, using modern cooling systems, floating hotels, improving information and communication technology in the country.

According to Askari (2018), to hold large and important sports events such as the Olympics or the World Cup, there is a need to build and improve infrastructures such as

stadiums, roads, airports, and communication facilities such as internet networks and mobile phones. Moreover, the infrastructural changes may help develop and prosper the people's living places and better organize the event. (Askari, 2018)

Qatar 2022 will set new standards for stadium innovation, public transport, and sustainable practices, which will be an important legacy for how future World Cups and other major events around the world are held. It is important to know the impact of Qatar 2022 in the upcoming World Cup with the infrastructure and air-conditioned stadiums that the country has built, and it makes people think about how to make the matches closer together and let people experience two games in one match important. However, Qatar has made many changes in its urban planning and architecture in recent decades and has become a very modern and prosperous region for tourism.

Holding the 2022 World Cup created a new opportunity for this country to present its hidden potential to the world's people. Qatar surprised the World Cup fans by offering floating hotels and making an exciting and enjoyable stay. Accordingly, 16 hotels have a special and unique design and are completely floating on the coast of the northern island called Qatifa. These are known as floating hotels in Qatar. The design of Qatar's floating hotels is special; they are 72 meters long and 16 meters wide, and each has 101 rooms, a lounge, and a well-equipped restaurant.

All these 16 floating hotels on Qatifa beaches are designed and built on the same four floors, with 1616 rooms. The beach of Qatifa Island is located next to Lusail Qatar International Stadium. The Qatar World Cup super-event used the world's most advanced technologies and sports equipment. Only eight stadiums were prepared for the World Cup in Qatar, which is the lowest possible stadium for holding the world's biggest football event in the history of the World Cup since 1978. Furthermore, another interesting point is that out of these eight stadiums, only one has been renovated, and the other seven are brand new. Qatar 2022 was the most intensive FIFA World Cup in modern history. All eight stadiums were close to each other, and the longest distance between the stadiums was 75 km (Al-Bait Stadium in Al-Khorta and Al-Janoob Stadium in Al-Wukrah).

Moreover, the proximity of the venues made it possible for fans to attend two or even three games in one day. Fans and players stayed in one place during the matches and practiced in one place. The Stadium 974, made of shipping containers and removable seats, was completely dismantled only two days after the World Cup.

Qatar was the first country to introduce the G5 business network. Modern cooling systems were used to deal with the hot air of the stadiums; as in any city, the cheapest way to get around in Doha was to use public transportation. Moreover, the new Doha Metro transported thousands of fans nationwide during Qatar 2022. The electric subway system uses regenerative braking systems that help reduce its carbon footprint. Additionally, its stations have various green credentials and operate under green building certification. As Cholakova & Dogramadjeva (2019) stated, paying attention to weather conditions and changes in holding sports events is important (Cholakova & Dogramadjeva, 2019).

Furthermore, Qatar's green transportation plans also extend to electric cars and buses. In cooperation with KAHRAMAA, electric vehicle charging stations are installed at various convenient locations throughout the country. Electric scooters and bicycles, including parks and the Corniche, were also available outdoors. Meanwhile, a fleet of electric buses was used to transport fans between their accommodation and the venue for the 2022 tournament.

Qatar Airways is a Qatari airline and the most important airline in this country. Qatar Airways has won numerous awards from the International Air Transport Rating Organization, including Airline of the Year, World's Best Business Class, World's Best Business Class Airline Lounge, Best Business Class Airplane Seat, the best in-flight catering in business class in the world and the best airline in the Middle East. Furthermore, the airline won Airline of the Year in 2011, 2012, 2015, 2017, and 2019 for its outstanding performance and employs more than 46,000 professionals.

Among the new technologies that were unveiled in the super event of the World Cup in Qatar, we can mention the Al-Rihla smart ball. Al-Rihla (translating as the journey") is manufactured by Adidas. For the first time, the 2022 Qatar World Cup ball is equipped with a sensor placed in the center of the ball that detects the velocity of the ball and the point of impact with high accuracy.

The softball then sends the collected data to the video assistant referee (VAR) team at a speed of over 500 times per second. Finally, the video observers of the matches may use this information to analyze the offside situations, apart from the statistics of the game. Moreover, 12 cameras around the Qatar 2022 World Cup stadium have used semi-automatic offside technology. The cameras help to know how to access the coordinates of the ball and the players on the field in addition to the data acquired from the smart ball

in the game and detect the offside position with artificial intelligence techniques.

FIFA Player app - the "FIFA Player" - was developed by FIFA in collaboration with FIFPRO, a group of professional football players. For the first time, the app allows football players to access their performance statistics and evaluations following each match.

Generally, paying attention to the comfort of the spectators is one of the turning points of this period of World Cup competitions, and interesting and practical technologies have been considered even for blind or partially sighted individuals. Accordingly, FIFA introduced two gadgets, Bonocle and Feelix, through which visually impaired or blind spectators can understand what is happening in the game. However, the two devices can convert the digital content into Braille and explain the race to the user through touch communication with the hand.

Qatar prepared three field camps in the form of fan villages to address fans' concerns regarding the lack of hotels in Qatar for the 2022 World Cup. Fan villages were very affordable. These simple accommodations, designed as cabins, were introduced as a cheap alternative to hotels. Moreover, the fan villages were located on the outskirts of Doha; however, they were easily accessible via the public transport system. In addition to cabins, fan villages had necessary facilities such as bathrooms, refrigerators, restaurants, grocery stores, recreation and entertainment facilities, internet, and housekeeping services. The cost of staying in these camps for a double room or a single bed for two individuals starts from 740 Qatari Rials (\$207). The three Qatar fan villages were Zafaran camp in the north of Lusail city, Free Zone camp in the south of Doha, Ras Bu Fontas Street, Rawdat Al Jahhaniya camp in the west of Doha, in Al Rayyan and 20 minutes away from Doha Corniche beach promenade.

In the environmental dimension, factors such as creating green spaces in Qatar were mentioned as follows: creating a refrigerated stadium, recycling 80% of Qatar World Cup waste, achieving Global Sustainability Assessment System (GSAS) certification for each venue, and creating a sustainable source code. As part of the tournament's green legacy, tree planting was a key aspect of the stadium's design and planning. With native trees and plants in parks and stadium grounds, the campaign to green the country was an opportunity to significantly reduce carbon emissions and leave a green legacy for future generations.

Khalifa Stadium has been described as a "refrigerator stadium" that reduces the temperature to 26 degrees above

zero with its powerful air conditioning system. Moreover, this 40,000-seat stadium was established in 1976 and has been renovated and modernized for the 2022 World Cup. Furthermore, approximately 70 million pounds have been spent on the renovation of this stadium. Khalifa Stadium is known as the coolest outdoor sports complex in the world. The cooling system used in Khalifa Stadium consumes 40% less energy than similar technologies.

80% recycling of Qatar World Cup waste using compostable food packaging, encouraging fans to separate waste, and placing waste sorting facilities in all eight stadiums has led to this amazing result. APEX waste management and solutions company teams split all the trash from each of Qatar's stadiums into plastic, cardboard, compost, metal, glass, and even manually before distributing it to local recyclers.

Collaboration with the National Security Council ensured that waste generated at the stadiums was separated on-site before being transported to any recycling center, which increased the project's recycling rate. The main focus of TM Qatar's 2022 World Cup sustainability strategy was to reduce waste and increase recycling, especially of plastics. To achieve this goal, tournament organizers have successfully replaced plastic with compostable and reusable alternatives. For unavoidable plastics, Qatar 2022 worked hard to remove them from the waste stream so they could be recycled. The organizers interacted with the fans before the matches to encourage them to cooperate with the recycling project as much as possible. Stadium sites divert solid waste through recycling; for instance, most of the waste generated at Al-Janoob Stadium (90%) and Ahmed Bin Ali Stadium (84%) was recycled during construction. Recycling systems will also be in place on game days; therefore, 80% of the waste was recycled a few days after the end of the event.

Each Qatar 2022 Games venue was GSAS certified. Each stadium received at least a four-star GSAS rating for design and construction. City of Education Stadium and Al Beit Stadium both received five-star ratings. A place's sustainability level is based on different categories, including design, construction, energy, and water consumption. Qatar 2022 LLC (Q22), the operational arm of FIFA and the host nation to deliver the tournament, has acquired ISO 20121 certification.

The international standard specifies requirements for developing and implementing an effective management system to provide a management system. Moreover, the sustainable event of this certification follows an extensive audit process that began during the FIFA Arab Cup Qatar

2021, which took place exactly one year before the first FIFA World Cup™ in the Middle East and Arab world. "We are proud to be the first FIFA World Cup in history to receive ISO 20121 certification," said Jose Retana, Chief Sustainability Officer, Q22. However, it demonstrates that world-class management practices are implemented to deliver an inclusive, green, and heritage-oriented event, as assessed by an accredited third-party body. The construction industry consumes a large amount of raw materials, the footprint of which can be seen in the environment. Therefore, sustainable construction has become a major issue that moves to reduce material consumption, limit construction waste disposal, and reduce the industry's contribution to climate change. Qatar's organizer, the High Delivery and Legacy Committee, in collaboration with FIFA and FIFA World Cup Qatar 2022 LLC, has developed a sustainable source code that sets minimum standards and criteria for tournament suppliers and sponsors. Generally, all suppliers had to meet strict environmental criteria.

### Authors' Contributions

Authors equally contributed to this article.

### Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

### Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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The authors report no conflict of interest.

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### Ethical Considerations

All procedures performed in studies involving human participants were under the ethical standards of the institutional and, or national research committee and with the 1964 Helsinki Declaration and its later amendments or comparable ethical standards.

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