

Stacey

by Stacey Brown

Submission date: 20-Mar-2020 05:32PM (UTC+0000)

Submission ID: 122451174

File name: 4044_Stacey_Brown_Stacey_243119_1396273982.docx (343.8K)

Word count: 3258

Character count: 17969

An investigation into the deliverability of Qatar's sustainability plan for the FIFA world cup 2022

Abstract

The twentieth century has seen the biggest rise in energy use, and depletion of natural resources which has led to issues relating to the global environmental sustainability. Qatar have a responsibility to maintain sustainable practice when hosting the Fifa World Cup in 2022. Although Qatar have a commitment to recycling and being environmentally responsible, the way they have developed their urban landscape does not reflect these values. Qatar is a very clean country with good waste management, but this does not mean that they are an environmentally sustainable nation. It might be argued that the FIFA World Cup event will be managed in a similar way, meaning that there are promises of good sustainable practice, but the reality could be different. With the cooling technology being introduced, they are already showing that they are not putting environmental issues at the front of their priority. Qatar hope to leave behind a positive legacy to keep visitors returning to the country and being known in history as hosting a successful FIFA World Cup event in the Middle East. This is likely to happen as Qatar are trying to make the spectators are comfortable possible, but the event could also leave behind a negative legacy. Tourists increasing litter and hotels being built, destroying more of the natural environment could change the location in a less than desirable way.

1. Introduction

Legacy of sporting events refers to anything that is left behind after the event. This could be tangible, such as stadiums, or intangible such as the reputation a country gets for hosting an event (Ramchandani, et al., 2019). The legacy form building or refurbishing a stadium for an event usually comes from opening up the venue for public use. The intangible legacy can be increased public interest in the location.

The research seeks to evaluate Qatar's ability to host the FIFA world cup and maintain sustainability within the country, whilst leaving a legacy of sustainability and tourism.

Qatar plan to leave a legacy of sustainability and tourism as a result of hosting the world cup. When considering sustainable development, WCED (1987), stated that countries should be able "to meet the needs and aspirations of the present without compromising the ability to meet those of the future..." (cited in Morioka & Monteiro de Carvalho p. 34). This definition is connected to the interdependence between the three pillars of sustainability: social, economic and environmental. The following paper will analyse the implementation of sustainability of Qatar hosting the FIFA 2022 world cup.

According to McNeill (2000), the twentieth century has seen the biggest rise in energy use, and depletion of natural resources. This has led to issues relating to the global environmental sustainability continuing into the 21st century.

Sustainability is linked to economic and social development, as well as issues concerning the natural environment. According to Richer (2013), "the economy and the social aspects of humans, take place within the environment and are completely dependent upon the environment" (p.2). Such issues consist of climate change, loss of biodiversity, economic inequity, hunger and malnourishment, social insecurity to name a few (Mahajan & Bose, 2018).

Colbert & Kurucz (2007), refer to the colloquial meaning of sustainability as 'keeping the business going' or in other terms, 'future proofing' of organisations. Similarly, Boudreau and Ramstad (2005), define sustainability in business as "the ability to meet the needs of present customers while taking into account the needs of future generations".

Business sustainability and environmental sustainability are linked through social economic development but also because businesses are considered to be stakeholders in development (Mahajan & Bose, 2018). Corporate social responsibility is playing a large part in business strategy for a lot of businesses worldwide. This refers to sustainable practices such as preventing pollution or minimizing pollution from their company, and using clean technology (Mahajan & Bose, 2018).

The implications of sustainability for businesses are often stricter environmental regulation, which hinder growth. The outcome of striving for a healthy environment can often be loss of healthy business growth. On the other hand,

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sustainability can be in itself, a good business. "It creates opportunities for suppliers of 'green consumers', developers of environmentally safer materials and processes, firms that invest in eco-efficiency, and those that engage themselves in social well-being" (Deloitte & Touche, 1992 p.2).

2. Research Methodology

The first part of the research was a visit to the country to make field observations. The benefit of this method is that observation is one of the simplest forms of data collection (Choudhury, 2020). The downside of this method is that it can be costly. The second part of the primary research was hearing a presentation by Suzanne Canning Lynch who works for the British Embassy in Qatar.

The main part of the research was conducted through secondary research. This was taken before and after the visit. The research undertaken before the trip was to establish what to expect when visiting Qatar. The secondary research conducted after the trip was to focus on sustainability and the legacy that Qatar hope to leave behind after hosting the FIFA World Cup in 2022.

The data used in this research was mainly qualitative, to collect information about sustainability and sports tourism. Qualitative data was used to gather some statistical data in order to strengthen the qualitative information. The findings of this research are presented in section 3.

3. Findings –

3.1. Tourism culture in Qatar

The primary data collected from the presentation by Suzanne Golding Lynch (2020) highlighted that

Qatar is a very multicultural country with a lot of nationalities and religions. It has a culture of travel and tourism so is very welcoming of other nationalities. In fact, only 300,000 people in Qatar are Qatari (Golding Lynch, 2020). This shows that Qatar is a good country to host the World Cup in terms of welcoming tourists.



Figure 1: Presentation attendees in Doha (own photo, 2020)

Qatar prides itself on its hospitality and culture and offers many features for tourists. These include relaxing spas, beaches, desert safaris and a rich history (Koduru, 2017).



Figure 2: Hotel in Doha (own photo, 2020)

Statistics show that Qatar had 1.19 million visitors in first seven months of 2019, with 375.5 thousand coming from Europe (The Peninsula). This shows that Qatar is becoming a popular tourist destination

3.2 Sustainability in Qatar

During the visit to Doha, it was noted that it is very clean with no rubbish. This suggests that the city is very well looked after. This shows that they are very focused on how the city is presented, and cleanliness is a priority. From observation, it was unclear if they separate their waste into recyclable waste and non-recyclable, but they do have their own environmental law, which suggests that recycling is a priority. Qatar and FIFA need to take this into consideration when planning the World Cup event because they need to ensure that the planning of the event and the event itself will not conflict with Qatar's landscape.



Figure 3: Doha (own photo, 2020)

Qatar will be holding the 2022 FIFA World Cup. The World cup is one of the most popular and important events in the Sports Mega-Events (SME) category (Talavera et al., 2019). A SME is “a worldwide sports event that is extremely popular, of short-lived duration, with wide media global coverage, and long-lasting national and international significance, requiring long preparation and involving multiple dimensions including economic, social, environmental, and other structures” (Roche cited in Talavera et al., 2019 p. 2). The Word Cup is one of the most important events because the amount of people globally who watch football and attend football events. The last FIFA World cup was held in Russia in 2018, where there were over 3 million spectators as well as 3.6 billion home viewers (FIFA World Cup Qatar 2022, 2019). According to FIFA, 53.1% of the global population watch the World Cup at some point (Yoesting, 2018).

One of the main points to consider when hosting a SME is its sustainability. According to Lienhard & Preuss (2014), SMEs have multiple impacts that can help define sustainability experiences and issues according to their experience.

According to the Chairman of FIFA World Cup Qatar 2022, when Qatar bid to hold Stacey Brown, March 2020. *Contemporary Global Issues*

the world cup in Qatar, it did so with the intention to use the event as a driving factor for sustainable, long-term contribution and change (FIFA World Cup Qatar 2022, 2019). However as with any SME, the FIFA world cup poses potential risks particularly in relation to the use of restricted natural resources, increased emissions, and risks to the health, well-being and safety of all people involved in the event.

In order to address the sustainability effects, FIFA have developed a sustainability strategy. This involves three phases; preparation, during and post-event activities of the FIFA World Cup 2022 - covering the time the strategy was developed to the time in which temporary buildings will have been dismantled. In the first stage of the development process, the context was analyzed and sustainability topics were identified. Some of these topics or objectives consist of: guaranteeing appropriate working and living conditions for all workers involved in the construction process, ensuring easy access for disabled people, creating a tobacco-free site, making local and regional businesses suppliers, including local sourcing, building and operating the site for long term business and community use, design, construct and operate the site to restrict environmental impacts while maintaining local sustainable building expertise, standards and supply chains, measure and alleviate GHG emissions while evolving low carbon solutions, reduce air pollution and restrict waste sent to landfills through recycling methods (FIFA World Cup Qatar 2022, 2019).

Qatar has developed its landscape from a desert environment to a modern one. This development has left its mark on the natural environment. The skyscraper cities demand high amounts of electricity and air-conditioning, and the increase in population has led to high rates of consumerism and waste. This rate of

development and depletion of the natural environment can be seen as unsustainable. To counteract this, Qatar have developed a national vision for the country (Qatar National Vision 2050). This vision focuses on their commitment to maintaining harmony between the three pillars of sustainable development: economic growth, social development and environmental management. That said, many of the developments in Doha not adhered to sustainable methods. “Only little attention has been paid to the robustness of the sustainability credentials within and between these levels or to the people who reside within them, with their diverse needs, desires and behaviors” (Clark et al., 2017).

3.3 Issues

Businesses have traditionally focused on providing goods or services and meeting customer needs with competitive prices or quality. With sustainable development being priority in most countries, the traditional role of the business is no longer the most desirable as these business strategies may not have environmental sustainability as their main focus (Danciu, 2013). This means that Qatar need to plan the FIFA World Cup with environmental sustainability as the focus, as well as meeting customer needs and demands.

The FIFA World Cup creates an increase in sports tourism which can be negatively linked to environmental issues. Sports tourism has been on the rise since at least the 1990’s (Richards, 2011). “In the field of sport tourism, sport tourists participate in spectating and visiting attractions related with football heritage” (Chiu, ND, p.2). This illustrates how football brings in tourism, as fans want to visit stadium and view football memorabilia.

Furthermore, Brown (2013) says that Stacey Brown, March 2020. *Contemporary Global Issues*

visiting football stadiums are a way to allow football fans to express themselves as followers of teams and fans of football in general. It also allows fans from different countries to come together and bond through their love of the sport. The issue with tourism is that it brings large numbers of tourists at the same time to spectate in a sporting event. This means an increase in footfall which could lead to damage to green or urban areas, and an increase in litter. In addition, host cities may have to build more hotels to accommodate tourist who visit for sporting events. An influx of tourists can also lead to crowding, hooliganism, crime and a disruption of the local community (Inkson & Minnaert, 2018). Through observation on a visit to Doha, it can be argued that the local people are very polite and respectful to visitors. This gives a good indication of their ability to host tourists for when visiting for the 2022 World Cup.

However, they may not be prepared for the negative aspects of sports events tourism. These issues such as littering and hooliganism could have a large impact on Qatar as they are a clean and respectful country.

Another potential issue of hosting the FIFA World Cup in Qatar is the climate. The temperature in the Middle East is much higher than in Europe, so European visitors may find this uncomfortable. To counteract this, The Qatar Supreme Committee for Delivery & Legacy stated that “Qatar will continue to develop the cooling technology promised during the bid, ensuring our commitment to deliver a true legacy as a result of the first world cup in the middle east” (cited in Hayajneh et al. 2017). This will help to keep visitors comfortable at the stadium, but the extra energy needed to develop this kind of cooling system will leave a large mark on Qatar’s carbon footprint.

3.4 Legacy

The term legacy in relations to SMEs usually refer to the positive changes the event has [40]. However, legacy also refers to “all the planned and unplanned, positive and negative, intangible and tangible structures created through a sports event that remain after the event” (Lienhard, P & Preuss). The World Cup in Qatar will leave behind a new stadium with cooling technology, but a successful World Cup event will lead to future tourism to the area. The important point for Qatar is to maximize sustainability for future generation and capitalize on the positive aspects of the legacy [43] leave behind

Further primary data [44] collected from Suzanne Golding Lynch (2020) showed that

Qatar already has various sports fixtures. Every year they host Tennis tournaments, athletics and golf. This shows that Qatar already hold sports events and receive sports tourists. Furthermore, The Ritz Carlton in Doha welcome a lot of tourist through travel and tourism, and have their own indoor pool and [45]s court. This suggests that Qatar are able to develop a legacy of football stadium tourism after the World Cup.

4. Conclusions –

Qatar’s success [47] the tourism industry indicates that the FIFA World Cup will be strategically well placed in 2022 as should not have any issues bringing in tourists for the event.

One of the issues of Qatar hosting this event is the [48]nability. Although Qatar have a commitment to recycling and being environmentally responsible, the way they

have developed their urban landscape does not reflect these values. Qatar is a very clean country with good waste management, but this does not mean that they are an environmentally sustainable nation. It might be argued that the FIFA World Cup event [41] will be managed in a similar way, meaning that there are promises of good sustainable practice, but the reality could be different. With the cooling technology being introduced, they are already showing that they are not putting environmental issues are the front of their priority. FIFA need to ensure that Qatar construct a sustainable stadium that does minimal damage to the local environment.

Sports tourism could also affect Qatar in ways that their current, smaller sporting events do not. For instance, having such a large number of tourists at one time could damage the landscape and disrupt the lives of the local people.

5. Strategic Recommendations –

As a result of the key conclusions, the following strategic recommendations are put forward:

- A strategy for counteracting the increase of litter with more tourism, extra bins need to be placed around stadium and in [46] surrounding areas, clearly labelled so that recyclable waste can be separated.
- A strategic point for construction is that more environmentally sustainable measures need to be considered. This includes using more recycled and recyclable material and renewable energy.
- In order to avoid reducing the cleanliness of the city and disrupting the locals, Qatar should look to raise environmental

awareness for the locals and visitors.

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FINAL GRADE

/100

GENERAL COMMENTS

Instructor

Well done Stacey on a very good answer BUT this had the potential to be excellent. You needed to spend more time structuring your topic in order to be focused and be able to develop the article in depth.

The article needed to be focused on either pre event planning relating to sustainability, can Qatar deliver an effective and high impact event or can the event leave a positive and sustainable tourism legacy. These are 3 distinct and manageable topics and selecting just one would enable you to have developed the topic in depth with greater evidence and theory. You can even have developed one of the others for your other assignment.

Despite this generally you have done extremely well to consider issues it is just a shame that it was not more focused as then you could have developed this in depth and applied detailed sports event management theory re legacies or impacts relating to sustainability, event

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ASSESSMENT CRITERIA FEEDBACK

1. RESEARCH INFORMED LIT

Some good research and engagement with literature. It is a shame that your topic was not more focused as it would then have allowed you to be more detailed and develop the secondary research further with more theory and ideally include the legacy pavilion and linkages to the 2030 Strategic Plan

12/20

2. KNOWLEDGE & UNDERSTANDING

Overall good knowledge and understanding of the topic, destination and event management legacies and concepts but this needs more focused development and academic underpinning

14/20

3. ANALYSIS

Some good discussion and consideration of the issues - unfortunately you were unable to develop this fully due to the breadth of the topic but you considered key events issues in terms of legacy and impact

You needed to use case studies and academic theory more to develop and underpin your discussions

13/20

4. PRACTICAL APPLICATION

Good deployment of academic understanding of event management, legacy and impacts. If the topic had been more focused this could have been developed further in order to put forward more detailed strategic recs

14/20

5. SKILLS FOR PROFESSIONAL PRACTICE

Generally a well planned answer which is well structured with supporting evidence and academic considerations regarding events mgt, legacies, impacts and sustainability. Make sure all your work and

references are fully proofed and spend more time structuring your choice of topic so it is focused and you can discuss issues.

12/20

I am pleased to see how you have considered the issues and related sustainability, impact and legacy issues to the case study if it had been more focused on one topic you could have developed this further and which would have resulted in a much higher grade.

Provisional grade subject to moderation and exam board 65%

Moderation

Mark agreed.

I like how the student laid this article out, certainly a professional skill and the demonstration of considerable effort.

However, it is vital to think about criticality at the Masters level. A 'critical thinker' does not blindly accept a theory, argument or opinion until they have verified the data or assumption/hypothesis on which it is based. You should not be mesmerised by star professors, writers, publications and organisations. A postgraduate student needs to be able to assess information and opinion thoroughly and analytically to determine whether it is accurate and believable. This skill can be mastered with effort and practice and whilst the student has achieved well, greater criticality is required.

I would have liked to have seen greater evidence of reading and understanding in the research methodology section. As a Gulf expat, I have seen the importance to the region of Anthony Joshua's Saudi fight and the hosting of the mega-event, the 2022 FIFA Men's World Cup. It is a defining moment for Qatar, a country that is in transition, small in size and population, and rich in natural gas reserves. It is a unique opportunity to host a universal event and leave a sustainable positive legacy for the country.

The preparation, execution, and after-effects of such events are challenging initiatives with significant long-term impacts on the economy, society, and environment in the hosting country and nearby region.

Addressing the intersection between mega sports events and sustainability, to systematically compare and learn from past mega-events and apply that to the case of the Qatar 2022 World Cup is an interesting topic choice.

The Qatari bid proposed a spatial compact model around just one city area and the goal of achieving the first carbon-neutral world cup. To some extent you have overlooked due to time and word count limit, the challenges, opportunities, and progress and how local organizers are applying green technologies, urban development concepts, and strongly uphold the idea of legacies based on the Qatar National Vision 2030 (along with Saudi Arabia's 2030 vision) which envisions sustainable development of the country.

I would like you to have explored in more detail how additional work is still needed to reduce environmental impacts and on several reported social issues.



Comment 1

Not sure of the wording deliverability?



Comment 2

Sustainability has also been embedded in event bidding & delivery plans since the disaster of Athens 2004 - need to refer to this & the impacts it has had upon the events sector



Comment 3

need to use structure and paras and relate to what events sustainability means in terms of bidding and hosting



Comment 4

relate to aims and objectives and legacy



Comment 5

well laid out in article format although using large text would have led the reader in for the abstract or intro



Comment 6

evidence and discuss



Comment 7

legacy can also be the strategies - in terms of sustainability need to discuss the impacts of the events on sustainability as well as the legacies. Sustainable legacies and impacts are not just about environmental issues they also relate to social, economic and political sustainability



Comment 8

good but now relate this to events sustainability both in hosting and legacy



Comment 9

good



Comment 10

Needs to keep focused on sustainability rather than consider the hosting - this is an article not a dissertation!!



Comment 11

clear objectives but should it be the hosting sustainability impacts or sustainability legacies?

PAGE 2



Comment 12

good



Comment 13

avoid being descriptive



Comment 14

questions and opportunity to follow up & need to mention Qatar Airways presentation at CWL



Comment 15

in events terms it also refers to leaving a sporting & tourism legacy in terms of facilities which will be used - ie not like Athens and Montreal



Comment 16

good but what about events sustainability



Comment 17

need to include with this investigations into the legacy pavilion, sustainability plans and events

strategies for 2022. This needs then to be developed with detailed research using Olympic and other events case studies to consider sustainable development of stadia and the importance of sustainability in event bid processes ie Olympic bid changes



Comment 18

data or findings>



Comment 19

quants?



Comment 20

good intro to sustainability but needed to focus on events sustainability and the risks of leaving a trojan horse like Athens

PAGE 3



Comment 21

evidence>



Comment 22

date



Comment 23

impact of 2022? Stopovers



Comment 24

does it view 2022 as a tourism generator and sports generator?



Comment 25

need evidence to support this

PAGE 4



Comment 26

good but need evidence from previous events to support this



Comment 27

would suggest in an article that you focus on one of these aims only, ideally either pre or event



Comment 28

good



Comment 29

develop these in terms of +/- economic, social and environmental sustainability impacts / legacies



Comment 30

need to focus in and discuss



Comment 31

is this environmental sustainability???? however it could be deemed as economic and social sustainability



Comment 32

what are sustainability experiences?

PAGE 5



Comment 33

good



Comment 34

are football fans in keeping with Qatar culture and rules??



Comment 35

relate further to +/- of sustainability and the vision



Comment 36

you are losing focus on sustainability



Comment 37

good



Comment 38

venerating??



Comment 39

good - discuss with regard to other examples of sustainable stadiums

PAGE 6



Comment 40

need to develop this definition further



Comment 41

needed to relate to the Qatar 2022 Sustainability Pavilion Project



Comment 42

develop



Comment 43

will the tourism facilities be used after the event - what about the impacts of the blockade



Comment 44

not data



Comment 45

this links to the Qatar Tennis event



Comment 46

they have a detailed sustainability strategy



Comment 47

needed to show stats for this - ABTA would have provided you with the pre event stats and then relate to event and post event



Comment 48

environmental sustainability

PAGE 7

PAGE 8

PAGE 9
