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Introduction

This paper will consider some of the potential issues of hosting the FIFA 2022 World Cup in Qatar. When Qatar made the bid, it was agreed that it would be held in the summer. Following their successful bid, Qatar has planned for the event to be held in winter. On top of this, there are some apprehensions about the bid and if there was bribery involved in order to secure such a large event in such a small country. There are also some concerns about holding such an event in a developing national and a Muslim nation due to the drinking culture that surrounds football and large sporting events. There is access to alcohol in Qatar, but it goes against the Muslim culture of Qatar. With these issues in mind, this conference paper aims to question if Qatar can organise a proper World Cup event.

Methodology

The main research procedure for this paper was secondary research, using journal articles, newspapers and the internet for the most up-to-date information. Secondary research was used to support primary data collected during a visit to Doha in Qatar. The primary data was collected through listening to a presentation given by Suzanne Golding Lynch and asking questions, and through observation of the local area and noting their customs and traditions. Using both primary and secondary research, helps to gain a deeper understanding of the topic, and confirm, enhance, or refute information (Dwyer, et al., 2012).

The research strategy was to use qualitative data. This provides detailed information about the characteristics of the topic rather than statistical data (Dwyer, et al., 2012). This method was used to focus on the theory and interpretations of Qatar and the issues around the World Cup event being held there.

Findings

The findings of the research have been categorised into key areas; hosting the event in winter, the bribery claim, hosting in a developing nation, and the issues with alcohol consumption at the World Cup event.

Hosting in winter

Although the World Cup is traditionally held in summer, FIFA confirmed that the 2022 world cup in Qatar would be held in winter, citing the "searing heat of the Gulf summer was unworkable, and unwise" as the reason (Borden, 2015, p. 1).

The main concern for fans was that it conflicted with their idea of what a World Cup tournament involves; "the top off lager in hand, summer sing-along atmosphere that usually accompanies the tournament" (Han, 2015, p. 1). However, due to the difference in climate between Qatar and Europe a winter tournament in Qatar will be similar to a summer tournament in a European country. This was established through observation during a January visit to Doha.

One of the main issues of holding the event in winter is the conflict with the European domestic football calendar as schedules will have to be  12 ed to free up players for a winter World Cup. Non-European football clubs have done this in previous years to fit in with a summer World Cup hosted in Europe (Hall, 2015).

Aside from this, many of FIFA's stakeholders have concerns about the move to a winter event because of conflicts with TV scheduling. "Most notably the European leagues and federations that would see their lucrative league and Cup seasons interrupted and the United States media companies like Fox, which will have to broadcast the tournament during the heart of the American football season" (Borden, 2015, p. 2).  13

Bribery

 14

The legitimacy of FIFA's decision to grant the 2022 World Cup to the tiny Islamist nation has long been questioned.

A lot of newspaper articles loads of accusations saying they did do bribery but couldn't find anything

3. The corruption allegations

Fifa's ethics committee, which cleared Qatar to host the tournament after an investigation into allegations of World Cup, kickbacks found that while there may have been the odd dodgy dealing, any breaches of the rules were of "very limited scope".

For many it's a problem that an investigation was necessary in the first place, but doubts have been cast on Fifa's published summary of the investigation's findings after its author, Michael Garcia, described the resulting report as "materially incomplete" with "erroneous representations".

<https://www.cityam.com/qatar-2022-world-cup-eight-biggest-problems-controversial-tournament/>

According to a bombshell report in yesterday's Sunday Times, the tiny but disproportionately wealthy and influential peninsula state of Qatar bribed FIFA officials to the tune of \$880 million in order to secure its bid to play host to the 2022 World Cup.

"In the event that the 2022 competition is awarded to the state of Qatar, al-Jazeera shall, in addition to the...rights fee, pay to Fifa into the designated account the monetary amount of \$100m." ...

<https://conservativemedia.com/news/report-qatar-paid-880-million-bribes-fifa-secure-2022-world-cup/>

Developing nation

Qatar is a small country in size and population. Winning the bid to host the 2022 FIFA World Cup was a defining moment for Qatar as no other country in the Middle East has hosted a World Cup event (cited in Hayajneh et al. 2017). It is also the smallest country to be hosting the World Cup (Meza, et al., 2019). This will be a unique opportunity for Qatar to leave a sustainable, positive legacy for the country. Yet there are many challenges associated with preparing and executing the event in Qatar, and it could leave significant long-term impacts on the society, economy, and the environment (Meza, et al., 2019). It was observed that the wealthy parts of Qatar are very clean. This is an important part of the Qatari image. Hosting a World Cup event could bring unwanted litter.

Hosting the World Cup could also reframe Qatar from a developing nation to a developed one. Although the country has the highest gross domestic product (GDP) per capita, Qatar is still considered as a developing nation (Investopedia, 2019). This is because the poorest citizens in the country experience extreme poverty despite the lavish lifestyles of the country's elites. The struggles for Qatar's poorest are similar to those near the Arabian Peninsula. The country lacks adequate transportation and education. Schools are so rare that most children are home-schooled (Investopedia, 2019).

According to De Aragao (2015) "developing nations tend to have an inefficient and corrupted government, which is an extra challenge when it comes to investments" (p.3). An example of this was the World Cup in South Africa in 2010. It was estimated that approximately 450,000 spectators and tourists would visit South Africa for the World Cup, but only two thirds of the predicted figure were met (De Aragao, 2015). The reason for this could have been the expense to travel to South Africa from European countries and the difference in culture. It could be argued that if South Africa were not able to meet the expected figures, Qatar will face the same problem. Not only do they have the same issue with travel costs and culture difference, Qatar is also more expensive to stay in than South Africa, and the culture difference include the prohibition of alcohol and a religion that is very different to the European visitors. As a developing nation, South Africa had issues hosting the World Cup. Qatar has better governance than some other developing nations, but according to De Aragao (2015) "the high amount being spent by the government leaves room for embezzlement of public funds" (p. 18).

Another issue with a developing nation winning the bid is that lack of strict employment law means that workers employed to prepare the country for the event are open to exploitation. One example of exploitation in Qatar was reported in a newspaper and talks about the case of a migrant worker from the Philippines. The domestic worker jumped out of a window to escape a rape attack by her employer, who then sexually assaulted her as she lay on the ground, injured and unable to move (Klein, 2014).

According to Open Access Government when discussing workers for the World Cup in Qatar; "several hundred migrant workers employed by three construction and cleaning companies were forced to return home penniless". The companies stated that they had financial difficulties, so they stopped paying the workers for several months before ending their contracts completely. Furthermore, migrant workers are reported to be unable to find alternative work in Qatar because they need a 'non-objection certificate' from their employer to change jobs, which the companies are refusing to do. As such, "workers are forced to stay until their contracts finish, which can be up to five years" (Conn, 2018). According to (Klein, 2014), migrant workers are brought into Qatar on

“false promises over salaries and working conditions - only to be made to work extreme hours and seven-day weeks”.

Alcohol

Qatar is a Muslim country and as such, there is no drinking culture as it is against the Muslim religion to drink alcohol (Ulrichsen, 2014). Non-Muslim residents can purchase alcohol from the two shops that retail in alcohol in Qatar, but they need to have an alcohol permit to enter the shops. These permits require details of employment and salary, marital status, accommodation and religion (Smart Expat, 2020). Tourists can choose to drink alcohol but it is frowned upon and generally not accepted in public areas (Golding Lynch, 2020). Visitors can drink in the privacy of their hotel rooms or in some 5-star restaurants but are unable to purchase alcohol from anywhere else. It is also illegal to drink alcohol under the age of 21 in Qatar (Murray, 2014).

Due to the strict laws about alcohol consumption in Qatar, alcohol will not be served during the World Cup event in Qatar. Alcohol is banned in public places, and it is illegal to be intoxicated outdoors. Qatar officials have stated that they will not change or relax these laws during the World Cup event. “We are against the provision of alcohol in stadiums and their surroundings,” said Al-Thawadi, adding that Qatar would not bow to pressure to alter its laws for the tournament (Rowe, 2016).

In other countries, there are controls over alcohol consumption in stadiums during sporting events. In the UK under the *Sporting Events (Control of Alcohol etc.) Act 1985*, sports grounds are required to make regulate the consumption of alcohol to avoid intoxication. This includes a ban on alcohol being consumed within sight of the pitch (Gov.UK, 2020). In other European countries, there are similar concerns about alcohol consumption at sporting events. For instance, in Sweden the Stockholm Prevents Alcohol and Drug problems (STAD) group initiated a project to reduce drunkness among spectators at sporting events, including a strategy to address the availability of alcohol and pricing (Durbeej, et al., 2016).

The reason for alcohol controls in stadiums is because spectatorship at football and other large sporting events often goes hand in hand with alcohol consumption. Several studies indicate a relationship between alcohol consumption and violence among spectators at sporting events (Rees & Schnepel, 2009; Reichenheim, et al., 2011; Durbeej, et al., 2016). This means a great risk of assaults, fights, public disturbances, and increased levels of hooliganism at sports events. Despite the risks of alcohol consumption at sporting events, most countries still allow it, albeit under strict control, because it can boost enjoyment of the game (BBC News, 2018).

Not allowing alcohol at the 2022 World Cup event in Qatar could alter the way fans enjoy the game if they are used to having a drink whilst they are at the stadium. The legal age of 21 for alcohol consumption could also be a problem because in most European countries, the legal age is 18. This means that European football fans between the ages of 18-20 who would normally like to drink when abroad will be unable to do so, even in their own hotel rooms. This means that some footballers themselves will be unable to celebrate with a drink in their hotel rooms or restaurants after the event ends because there will inevitably be some players under the age of 21 (Christenson, et al., 2019).

Conclusion and recommendations

Due to the alcohol laws maybe cheaper flights



Hosting an after party back at the hotel so this will prevent people being drunk on the street as they will be at the hotel anyway

Target a certain age groups which will be hard as various ages go to the football

Allowing people to get a liquor license for the event non-Muslims of course

Offer better working conditions with a good salary and not treating people like slaves will gain more respect being a developing nation



FINAL GRADE

/100

GENERAL COMMENTS

Instructor

Stacey, this had the potential to be a very good answer. You needed however to develop it fully as a researched conference paper.

The introduction needs to be developed in more detail in order to scene set and requires some underpinning research to introduce the key issues.

Research methods needs to be considered in more depth with regard to what constitutes primary and secondary research and how this was designed.

The conference paper is disjointed and needs to develop and apply your research as a written document to support your planned presentation which was made impossible due to Covid.

Some of your referencing needs attention and developing as you utilise too long quotes which need discussions and application.

The paper in considering potential issues of World Cup needs to consider either event impact theory or legacies in order to relate this to the potential issues. One of the key issues which needs developing is the blockade as well as cultural and destination issues.

Your assignment needs developing and to utilise greater academic theory and detailed research. It would benefit from using case study models from developing sports nations as well as theory and models.

The conclusions and recs need to be considered in more depth in the discussions and this needs to relate to the impacts of hosting in the winter, bribery, financial and media issues. There are a range of case studies which could have been utilised relating to previous Olympiads and football and rugby world cups along with applying economic impact theory relating to multiplier effect, social, political and tourism impacts and legacy theory.

Finally where is the bibliography?

ASSESSMENT CRITERIA FEEDBACK

1. RESEARCH INFORMED LIT

Some good research but this needs developing and applying. You need to be selective in how you use your sources and apply them with relevant impacts and legacy theory. Where is the bibliography?

8/20

2.KNOWLEDGE & UNDERSTANDING

A basic knowledge and understanding which could have been further developed into a detailed and applied answer.

8/20

3. ANALYSIS

Some analysis but this requires depth and application along with detailed theoretical and case study underpinning

7/20

4. PRACTICAL APPLICATION & DEPLOYMENT

A lack of application of events management or sports management theories to consider leverage, impacts and legacies as issues relating to sustainability and operational event management

7/20

5. SKILLS FOR PROFESSIONAL PRACTICE

With structuring, depth and discussion this could be developed into a good answer but you need to apply your references and a bibliography is essential.

7/20

Provisional grade subject to moderation 37%

Moderation

Mark agreed

Unfortunately it is not written at Masters level. It appears to be written in a very casual manner without robust referencing, the use of contractions and a lack of academic underpinning which is key to Masters study.

The assessment lacks research informed literature and I note the guidance states clearly that students should include the use of case studies and academic theory relating to topics which may include Sustainability, Strategic Planning, Tourism Development, Cultures, Empowerment, Service Excellence and the assessment shows no underpinning of these topics. Whilst Strategic Planning and or Tourism Development and or Cultures would have been an appropriate fit. Possibly because of this omission, the work certainly lacks a critical lens. My final key observation is that the students has not demonstrated their understanding of innovative and creative problem solving methods which relate directly to this study.

PAGE 1



Comment 1

major issues surrounding the bid which need considerations



Comment 2

spells check



Comment 3

this is a little more complicated



Comment 4

what about the secondary academic research



Comment 5

was this data?



Comment 6

what are the theories and interpretations??



Comment 7

Bid bribery claims probably should be considered first as then the other issues can be dealt with linked to this - it also needs to consider issues relating to marketing, fan engagement and spectator experience v the aims of the event / financial returns and sports development



Comment 8

this needs structuring and developing =



Comment 9

Yes but bid was for the summer



Comment 10

however even winter in Qatar can be warmer than UK Summer!!



Comment 11

Yes so not an issue???? The issue is the impact on the domestic season

PAGE 2



Comment 12

no comment



Comment 13

consider this in terms of revenues and media coverage - needs developing



Comment 14

referencing needs attention and this needs to be discussed

PAGE 3



Comment 15

but one of the richest and a developing nation for football this links to the Strategy of developed

but one of the richest and a developing nation for football this links to the strategy of developed football nation followed by undeveloped to maximise the financial impact of the sport



Comment 16

discuss



Comment 17

lack of sythesis



Comment 18

this needs discussing and comparing with football developing nations



Comment 19

not a good academic source



Comment 20

relate this to the bribery issues of the bid



Comment 21

discuss was this location, safety or the recession? or was it that whilst it is a football nation the nation was not globally known for football and it was remote. need to consider this in terms of events theory



Comment 22

Need stats to compare World Cup spectators home countries



Comment 23

strongly disagree - Qatar is an international hub and fast becoming a stop over destination with it's own highly succesfully airline linking Europe and Asia / Aus/ NZ



Comment 24

these are the important issues



Comment 25

need to also consider the legacy plan which is essential



Comment 26

needs to consider the economic growth for the event & mass development in Qatar linked to 2030

plan



Comment 27

Biggest issue as a host city is the blockade



Comment 28

discuss



Comment 29

This is a particular issue with many of the rich gulf nations & the low number of nationals versus immigrant workers



Comment 30

Need to look at numbers rather than 1 issue for this to be effectively considered

PAGE 4



Comment 31

this is not quite correct - it is restricted by the very high prices but is sold in most 5 star hotels other than during Ramadan



Comment 32

discuss this linked to the sociological theories regarding sport and football spectator experience



Comment 33

and....this needs to be compared and related to Qatar



Comment 34

controls are very different for football to other sports and date back to the Taylor Report and the issues of football violence surrounding the Heysel Stadium disaster and the seriousness of these issues in UK in 1980's. This was seen to be one of the reason for England's failed bid to host the world cup.



Comment 35

need to be accurate about the risks and their relationship to specific sports and specific nations ie England and Russia



Comment 36

sociological theory relates to this being an issue developed from spectatorship and ethics in sport



Comment 37

needs to reach clear conclusions and recs need to be related and realistic

PAGE 5



Comment 38

how do you reach this conclusion?



Comment 39

these needed to be considered and discussed in the findings for conclusions to be reached