

## Social Impacts of Hosting the 2022 FIFA World Cup on Citizens and Residents in Qatar

Rashed Al Gheithi<sup>1</sup>, Abdul Rahim Al Droushi<sup>2</sup>, Amin Gafaar<sup>3</sup>

DOI: [https://doi.org/10.37359/JOPE.V36\(1\)2024.2006](https://doi.org/10.37359/JOPE.V36(1)2024.2006)  
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<sup>(1,2,3)</sup> Department of Physical Education and Sports Sciences, Sultan Qaboos University  
**Article history:** Received 7/February/2024 Accepted 1/march/2024 Available online 28/march/2024

### ABSTRACT

This study aimed to identify the social impacts of hosting the 2022 FIFA World Cup in Qatar on its citizens and residents. Also, it aimed to reveal the differences in these impacts across various demographic variables, including identity, age group, and gender. The researcher adopted a descriptive methodology to achieve these objectives, collecting data mainly through a questionnaire administered to a diverse sample of 411 individuals who willingly participated in the study. The study's findings unveiled a range of significant social effects from this momentous event hosted in Qatar. Notably, these effects manifested in improving the country's image, fostering an incomparable sense of community pride, developing a heightened feeling of belonging, and arousing an overwhelming enthusiasm within the populace in Qatar towards hosting such grand-scale sporting events. Moreover, the World Cup fostered stronger feelings of security and social cohesion. Based on these results, the study advocates recommendations for future investigative endeavors. Despite its significant results, the study recommends future research to encompass a more diverse and inclusive representation from various regions. This is crucial to understand better the social outcomes of large-scale sporting events among the population.

**Keywords:** social impacts, FIFA World Cup, residents, Qatar.

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<sup>1</sup> Rashed Al Gheithi, Post Graduate Student (MA), Sultan Qaboos University, College of Education, (s19670@student.squ.edu.om) (+96899043737).

<sup>2</sup> Abdul Rahim Al Droushi, Assistant Professor in Sport Management & Policy, Sultan Qaboos University, College of Education, (daroushi@squ.edu.om) (+96899455202).

<sup>3</sup> Amin Gafaar, Assistant Professor in Sport Management, Sultan Qaboos University, College of Education, (a.gaafar@squ.edu.om) (+ 96891410120).

## **Introduction:**

Many countries compete to host mega sporting events for the sake of international attendance and the social, cultural and economic returns to the host countries and cities. in this context; Many studies have been conducted on the impacts on the community and the area hosting events in general and major sporting events in particular Thomson et al., 2019; Königstorfer et al., 2019; Malkrewicz-Mosko, Buczta et al., 2018.(

The FIFA World Cup and the Summer Olympics are considered two huge sporting events (Al-Daroushi, 2020). These two events are considered huge because they mostly happen once and are distinguished by their large size, large audience attendance, and enormous level of financial investment in them, in addition to the large media coverage of them. and impacting the infrastructure of the host community through urban transformation and economic growth (Lord et al., 2011). These events have a significant impact on stakeholders from government agencies and the private sector and provide opportunities to catalyze these changes (O'Brien, 2006 & Tournois, 2018), which begin well before the start of the event and continue through the planning, bidding and event-time stages, and their impact extends beyond A long period of time after the event (Gibson et al., 2014).

After the event ends, a set of impacts remain on society resulting from hosting these events, which is called legacy. Preuss (2007) notes that legacy is “all the planned and unplanned, positive and negative, tangible and intangible structures that are created for a sporting event and by those responsible for the event itself”, and the intangible impacts of events on the host community are important to a sporting event, to the degree that Compare it with tangible effects (Christian, 2020).

The importance of intangible effects, namely social influences and the level of participation in sporting activity, becomes clear when evaluating the sporting event in the host region. Social impacts are defined as “any impacts that are likely to have an impact on the quality of life of local residents” (Friedlin et al., 2003, p. 5)). The social impacts are education and skills, social cohesion, environmental sustainability, sport development, and host destination branding (Mayer et al., 2021). Social influences can be divided into positive influences such as increased pride and honour, increased community support, feelings of happiness and social inclusion and increased feelings of security and cohesion. in contrast; Negative impacts include traffic congestion, high crime rate, public indiscipline, high costs of living, and noise pollution (Elahi et al., 2021).

It is important for any host country to have a classification, understanding and evaluation of the social impacts associated with major sporting events. Djaballah et al. (2015) point out the lack of literature conducted on the social impacts of sporting events, as it is considered an ambiguous issue and can give contradictory results. Chalip (2006) stressed the need to benefit from sporting events to obtain positive results for the longest period, and the social impact of sporting events should not be left to luck and chance.

Subsequently; This study aims to identify the social impacts on one of the major sporting events held in the region, which is the 2022 FIFA World Cup in Qatar. The population of the State of Qatar, including citizens and residents, Arabs and non-Arabs, was chosen to be a sample for this study, in addition to its focus on age groups and gender. And other independent variables.

Method and tools:

This study relied on the descriptive analytical approach due to its suitability to the variables and nature of the study, as this approach depends on studying reality or the phenomenon as it is, and is interested in describing it accurately, and expressing it quantitatively or descriptively, and then obtaining results that help in describing reality and developing it (Saadah, 2020 ). The researchers selected the study sample using the sample method available from citizens and residents of the State of Qatar, which are all individuals who accessed the questionnaire link and were able to answer it. The number of people who responded to the study tool was (411) individuals. The study population included all Qatari citizens and residents of Arab and foreign countries. Based on the statistics provided by the Planning and Statistics Authority, the last population census in Qatar was held on October 31, 2022 AD, which included individuals of all ages within the borders of the State of Qatar on October 31, 2022 AD. The population within the State of Qatar reached (3,001,781) people.

Table (1): Distribution of study sample members according to study variables

Identity	Age group				Sex	percentage
	30–18	45–31	60–46	bigger 60 than	male	
Qataris	30	47	12	4	93	%22.6
Arab resident	35	111	38	2	186	%45.2
Non-Arab resident	13	13	3	0	29	%7.1

Identity	Age group				Sex	percentage
	30–18	45–31	60–46	bigger 60 than	female	
Qataris	17	16	4	0	37	%9
Arab resident	13	26	8	0	47	%11.4
Non-Arab resident	5	13	0	1	19	%4.6

After obtaining a complete idea of the nature of the topic and the sample, the researchers built a questionnaire that was formulated in two axes after referring to the literature related to the social influences on major sporting events, and in its final form it consisted of 28 items. The first axis: “Social impacts of Qatar’s hosting of the 2022 FIFA World Cup” consists of 17 items, and the second axis: “Enhancing participation in tournaments such as the FIFA World Cup” consists of 11 items. In order to ensure the validity of the items (face validity) in measuring what they were designed to measure (the variable) in its apparent form; The researchers presented the scale items to a group of 10 experts and specialists in the field of sports management, sports psychology, and sports sociology. Regarding the first axis (social influence axis); The significance of the Chi-square test was adopted as a criterion for accepting the item, and thus (3) statistically insignificant items (9, 10, 11) were deleted, and the scale became composed of (17) items, as shown in Table No. (2), which shows face validity. . Using chi square.

Table (2): Measurement of the apparent validity of the study tool

Phrase numbers	Number of experts	Agree	dis agree	K <sup>2</sup>		Sig.
				Calculated	Schedule degree	
1,2,3,4,5,6,7,8,14,17,18,19	10	10	-	10	3.84	Statistically significant
12,13,15,16,20	10	9	1	6.40	3.84	Statistically significant
10,11	10	8	2	3.60	3.84	Not statistically significant
9	10	7	3	1.60	3.84	Not statistically significant

(1) The tabular chi-square value was (3.84) at a significance level of (0.05) and a degree of freedom

Phrase numbers	Number of experts	Agree	dis agree	K <sup>2</sup>		Sig
				Calculated	Calculated	
2,3,4,5,6,10,14,15	10	10	-	10	3.84	Statistically significant
11,12,13	10	9	1	6.40	3.84	Statistically significant
1,8,9	10	8	2	3.60	3.84	Not statistically significant
7	10	7	3	1.60	3.84	Not statistically significant

As for the second axis (the axis of enhancing participation in tournaments such as the FIFA World Cup); The significance of the Chi-square test was adopted as a criterion for accepting the item, and (4) non-statistically significant items (1, 7, 8, 9) were deleted, and thus the scale became composed of (11) items, as shown in Table (3), which shows the validity. Facet using chi-square.

Table 3: Face validity by chi-square

The researchers also reformulated some paragraphs of the questionnaire at the request of the arbitrators. The questionnaire in its final form consisted of 28 items. The researchers also used the test-retest reliability method, where the questionnaire was then applied twice with an interval of three weeks between them on the exploratory sample, which consisted of (20) individuals who were excluded from the main sample. The correlation coefficient was calculated between the application and re-application scores, and Table 4 shows values for the correlation coefficient between the first and second applications.

Table (4): Application results and re-application method

the axis	ICC	Sig	KAPPA	Sig
The first axis	0.99	0.98 – 0.99	0.74	0.00
The second axis	0.99	0.96 – 0.99	0.73	0.00

The Cronbach's alpha reliability coefficient is used to ensure that the questionnaire repeated for the study has the stability or stability of the scale and does not conflict with itself, meaning that the scale gives the same results with a probability equal to the value of the coefficient if it is re-applied to the same sample.

Table (5): Calculating the reliability coefficient using Cronbach's alpha

the axis	Number of phrases	alpha Cronbach's reliability coefficient
The first axis	17	0.91
The second axis	11	0.89
Overall reliability of the questionnaire	27	0.87

The overall reliability coefficient for the study's axes was high, reaching (0.87) for the total of the twenty-six questionnaire items, while the reliability of the axes ranged between (0.89) as a minimum and (0.91) as a maximum. This indicates that the questionnaire has a high degree of reliability and can be relied upon. In the field application of the study, the Nunnly scale was adopted, with 0.70 as the minimum reliability (Nunnly & Bemstein, 1994: 264-265).

The researchers verified the internal consistency of the questionnaire by calculating the Pearson correlation coefficient between the scores of each paragraph of the axis and the total score of the axis to which the paragraph belongs, using the statistical program (SPSS) version 0.23. The following table shows the correlation coefficients between each paragraph of the axis. . The first score and the total score for the axis.

Table No. (6): Correlation coefficients between the score of each item and the score of the first axis

The axis	R	Sig
1	1	0.00
2	0.67	0.01
3	0.25	0.28
4	0.67	0.01
5	0.79	0.00
6	0.44	0.50
7	0.67	0.01
8	0.79	0.00
9	0.67	0.01
10	0.67	0.01
11	0.67	0.01
12	1	0.00
13	0.67	0.01
14	0.79	0.00
15	1	0.00
16	0.67	0.01
17	0.32	0.16

Correlation is significant at the 0.01 level (2-tailed).\*\*

Correlation is significant at the 0.05 level (2-tailed).

It is clear from the results of the previous table that all Spearman correlation coefficients between the items of the first axis and the total score of the first axis are statistically significant at the significance level of 0.05, where the lowest correlation coefficients were (0.25), while the upper limit was (1). Accordingly, all paragraphs of the first axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the first axis.

The internal consistency of the questionnaire was also verified by calculating the Pearson correlation coefficient between the scores of each axis item and the total score of the axis to which the item belongs, using the statistical program (SPSS) version 0.23. The following table shows the correlation coefficients between each item of the second axis and the total score. For the axis.

Table No. (7): Correlation coefficients between the score of each item and the score of the second axis

The axis	R	Sig
1	0.67	0.01
2	0.58	0.01
3	0.54	0.15
4	1	0.00
5	0.17-	0.48
6	0.68	0.01
7	0.79	0.00
8	0.32	0.16
9	0.81	0.00
10	0.81	0.00
11	0.67	0.01

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*Correlation is significant at the 0.05 level (2-tailed).

It is clear from the results of the previous table that all Spearman correlation coefficients between the items of the second axis and the total score of the second axis are statistically significant at the significance level of 0.05, where the lowest correlation coefficients were (0.17) while the highest limit was (1). Accordingly, all paragraphs of the second axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the second axis. Therefore, based on the results of reliability and internal consistency in the previous tables, the stability of the study tool (the questionnaire) is high to a high degree, and the validity of its internal consistency is correct, which makes us apply it to the entire sample.

**Results and discussion:**

The results of the overall chi-square in the first axis were very significant at the  $p < 0.001$  level, which indicates that the sample members agreed with the items in the social influences axis. The highest percentage of those who agreed was 98.54%, and it came in the ninth paragraph of the axis, which states that Qatar “obtained recognition of its status by hosting the tournament”.

Table (8): Results of the comprehensive chi-square test for the social influences axis:

m	Phrase numbers	agree	indifferent	do not agree	df	K <sup>2</sup>	Sig.
The first axis: social influences							
1	The World Cup provided entertainment for the community	397 %96.59	10 %2.43	4 %0.97	2	740.23	p<0.001
2	The tournament sparked enthusiasm in the community	395 %96.11	15 %3.65	1 %0.24	2	729.52	p<0.001
3	The tournament strengthened my friendships and social relationships with community members	310 %75.43	86 %20.92	15 %3.65	2	346.01	p<0.001
4	The tournament increased my feelings of belonging towards different sectors of society	335 %81.51	61 %14.84	15 %3.65	2	436.96	p<0.001
5	The tournament increased my interaction and communication with my community	330 %80.29	68 %16.55	13 %3.16	2	418.88	p<0.001
6	The World Cup strengthened the cohesion of Qatari society	352 %85.64	51 %12.41	8 %1.95	2	512.86	p<0.001
7	The tournament promoted cultural diversity in Qatar	394 %95.85	15 %3.65	2 %0.47	2	723.78	p<0.001
8	The tournament contributed to meeting new people	349 %84.91	54 %13.14	8 %1.95	2	499.81	p<0.001
9	Qatar gained recognition and status by hosting the tournament	405 %98.54	6 %1.46	0 %0	2	387.35	p<0.001

10	The World Cup gave Qatar the opportunity to be a model that was able to achieve its potential and capabilities through hosting	401 %97.57	9 %2.19	1 %0.24	2	763.33	p<0.001
11	Non-resident visitors learned more about Qatar through the World Cup	398 %96.84	11 %2.68	2 %0.47	2	764.15	p<0.001
12	The World Cup made Qatar a model of a societal state and strengthened fraternal ties between citizens and fans	375 %91.24	32 %7.76	4 %0.97	2	623.05	p<0.001
13	The World Cup enhanced Qatar's international recognition in organizing world sports tournaments	401 %97.57	10 %2.43	0 %0	2	371.97	p<0.001
14	The World Cup enhanced the sense of pride among the people of Qatar	397 %96.59	13 %3.16	1 %0.24	2	740.67	p<0.001
15	The tournament strengthened the sense of belonging to Qatari society	379 %92.21	28 %6.81	4 0.975	2	643.31	p<0.001
16	The tournament provided an incentive to preserve local culture	370 %90.02	31 %7.54	10 %2.43	2	596.02	p<0.001
17	The World Cup strengthened the community spirit among the people of Qatar	361 %87.83	45 %10.95	5 %1.22	2	555.21	p<0.001

\*\*Significant at the level of 0.01 or less

The answers of the study sample members in paragraphs (7, 9, 10, 13, 14) also indicated achieving the city's image and enhancing community pride. This was demonstrated by individuals' positive reactions to these paragraphs. The answers of the sample members in paragraphs (2, 4, 15) indicated that the FIFA World Cup in Qatar increased the affiliation of various segments of society and aroused enthusiasm in them.

As for the second axis, the results of the comprehensive chi-square were very significant at the  $p < 0.001$  level, which indicates that the sample members agreed with the paragraphs of the enhancing participation axis, as the highest percentage of agreeers reached 94.65% in the eleventh paragraph of the axis, which stated: "The World Cup gave to society "The Qatari will provide more opportunities and expose him to the world." The results of this study are consistent with the study of Jaballah et al. (2015) were conducted with officials from 25 French cities aiming to host sporting events under the category of major (generally non-major) sporting events. Its results showed that the formation of social identities is one of the social effects of sporting events. Results of the comprehensive chi-square test for the enhancing participation axis.

Table (9): Results of the comprehensive chi-square test for the enhancing participation axis

m	Phrase numbers	agree	indifferent	do not agree	df	K <sup>2</sup>	Sig.
The second axis: enhancing participation							
1	The World Cup played a role in my life and my desires	272 %66.12	106 %25.79	33 %8.03	2	218.99	p<0.001
2	My sporting identity was achieved when I participated as a fan of the World Cup	276 %67.15	98 %23.84	37 %9.00	2	225.12	p<0.001
3	I find that the tournament is obligated to use its profits to support the State of Qatar	300 %72.99	91 %22.15	19 %4.62	2	311.78	p<0.001
4	Hosting the World Cup contributed to raising the economic level of the State of Qatar	283 %68.86	96 %23.36	32 %7.79	2	248.35	p<0.001
5	I see that Qatar benefited from the companies sponsoring the tournament	282 %68.61	108 %26.28	21 %5.11	2	257.83	p<0.001
6	My attendance at the World Cup enabled me to attend the next tournament	300 %72.99	78 %18.98	33 8.03	2	298.29	p<0.001

7	I advise everyone to attend the upcoming World Cup tournaments	306 %74.45	92 %22.38	13 %3.16	2	335.49	p<0.001
8	I usually share my positive impressions of the tournament with others	344 %83.70	46 %11.19	21 %5.11	2	471.43	p<0.001
9	The World Cup has increased understanding of the cultures and communities to which visitors to the tournament belong	361 %87.83	43 %10.46	7 %1.70	2	554.10	p<0.001
10	The World Cup increased my interest in international sporting events	323 %78.59	65 %15.82	23 %5.60	2	385.25	p<0.001
11	The World Cup gave Qatari society more opportunities and exposed it to the world	389 %94.65	20 %4.87	2 %0.87	2	696.48	p<0.001

The results of the Chi analysis test to study the effect of identity on the responses of sample members in the two axes of the study showed that the differences were statistically significant in paragraphs No. (4) of the first axis and (2) of the first axis. The second axis is for the benefit of the corresponding sample members who belong to the identities of “Arab Resident” and “Arab Resident.” “Qatari citizen” respectively, with an influence rate ranging between (11% - 13%), based on the vertical ratios in the previous table, which show the differences between the responses of the sample members between the two categories of the variable. This change can be attributed to the fact that Arab residents have the same language and culture that is close to the culture of society in the State of Qatar, which directly affects their attitudes (Ammara, 2022).

4	The tournament increased my feelings of belonging towards different sectors of society	Qatari	<b>104</b>	<b>21</b>	<b>5</b>	4	10.62	0.03	%11
		Arab resident	% <b>31.0</b>	% <b>34.4</b>	% <b>33.3</b>				
		Non-Arab resident	% <b>58.5</b>	% <b>47.5</b>	% <b>33.3</b>				
		Arab resident	<b>35</b>	<b>11</b>	<b>5</b>				
			% <b>10.4</b>	% <b>18.0</b>	% <b>33.3</b>				
2	My sporting identity was achieved when I participated as a World Cup fan	Qatari	<b>87</b>	<b>26</b>	<b>17</b>	4	13.87	0.01	%13
		Arab resident	% <b>31.5</b>	% <b>26.5</b>	% <b>45.9</b>				
		Non-Arab resident	% <b>58.3</b>	% <b>59.2</b>	% <b>29.7</b>				
		Arab resident	<b>28</b>	<b>14</b>	<b>9</b>				
			% <b>10.1</b>	% <b>14.3</b>	% <b>24.3</b>				

The results of the Chi-square analytical test to study the effect of age group on the responses of the sample members in the two axes of the study showed that the differences were statistically significant in paragraphs (3,5) in the first axis in favor of the sample members from the age group (31-45) with an effect size of (14%). .) This is based on the vertical ratios in the previous table, which show the differences in individuals' responses between the categories of the variable.

3	The tournament strengthened my friendships and social relationships with community members	30-18	<b>92</b>	<b>18</b>	<b>4</b>	6	14.95	0.02	%14
		45-31	% <b>29.7</b>	% <b>20.9</b>	% <b>26.7</b>				
		60-46	% <b>53.9</b>	% <b>62.8</b>	% <b>26.7</b>				
		biggest	<b>46</b>	<b>12</b>	<b>7</b>				
		than	% <b>14.8</b>	% <b>14.0</b>	% <b>46.7</b>				
61	<b>5</b>	<b>2</b>	<b>0</b>						
			% <b>1.6</b>	% <b>2.3</b>	% <b>0.0</b>				

5	The tournament increased my interaction and communication with my community	30-18	<b>93</b>	<b>18</b>	<b>3</b>	6	16.66	0.01	%14
		45-31	% <b>28.2</b>	% <b>26.5</b>	% <b>23.1</b>				
		60-46	% <b>54.5</b>	% <b>61.8</b>	% <b>23.1</b>				
			<b>180</b>	<b>42</b>	<b>3</b>				
			<b>51</b>	<b>7</b>	<b>7</b>				

		Biggest	<b>%12.4</b>	<b>%1.7</b>	<b>%1.7</b>				
		than	<b>6</b>	<b>1</b>	<b>0</b>				
		61	<b>%15.5</b>	<b>%10.3</b>	<b>%53.8</b>				

It appears in these paragraphs that the percentages in favor of the accepted group (31-45) amounted to 53.9% and 54.5%, respectively, compared to those who did not agree in the same age group, at 26.7% and 23.1%, respectively. . These results contradict the study of Hautbois et al., 2020, which demonstrated that the social impact of sporting events does not depend on demographic factors such as age, gender, and length of stay. The reason for the difference may be due to the spatial or geographical dimension, which led to a cultural and intellectual difference, and thus the results differed between the two studies.

The results of the Chi analysis test to study the effect of gender on the responses of sample members in the study axes showed that the differences were statistically significant in paragraph (3) of the first axis in favor of the corresponding sample members with a percentage. The size of the effect was (14%), based on the vertical ratios in the table. Which clarifies the differences between the responses of the sample members between the two categories of the variable. We also found that the percentages in favor of the sample members who did not agree from the male category amounted to 66.7% compared to the non-agreeing female sample members at 33.3%.

The tournament strengthened my friendships and social relationships with community members	male	<b>242</b>	<b>55</b>	<b>10</b>	2	7.62	0.02	<b>%14</b>
		<b>%78.1</b>	<b>%64.0</b>	<b>%66.7</b>				
	female	<b>68</b>	<b>31</b>	<b>5</b>				
		<b>%21.9</b>	<b>%36.0</b>	<b>%33.3</b>				

As for paragraph (5), the differences were statistically significant in favor of the corresponding sample members, with an effect size of (13%), through the vertical ratios that show the differences between the sample responses between the two categories of the variable. These results are consistent with the study of Al-Atrash (2014), which showed that the level of social relations among males is better than among females. This is due to the fact that males are more mixed and harmonious than females, and they also practice sports activities more, in addition to the influence of customs and traditions that limit women’s participation in social relations, and thus social relations are limited to women. Males compared to females. To be sure; The results contradict a study (Hautbois et al., 2020), which confirmed that social influence does not depend on demographic factors such as age, gender, and length of residence.

The tournament increased my interaction and communication with my community	male	<b>255</b> %77.3	<b>42</b> %61.8	<b>10</b> %76.9	2	7.21	0.03	%13
	female	<b>75</b> %22.7	<b>26</b> %38.2	<b>3</b> %23.1				

### Conclusions:

Hosting the 2022 FIFA World Cup in Qatar has proven to have multiple positive social impacts on the State of Qatar and Qatari society (and Arab residents as well). Hosting the World Cup in Qatar had a direct impact on the city’s image and enhanced community pride in it. In addition, This hosting contributed to the belonging of all segments of society, especially Arab residents, and strengthened the interaction and cohesion of Qatari society. On the other side; The results of the study confirmed an increase in the level of sports participation among citizens and residents of the State of Qatar after the World Cup.

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## Appendices

### First: The final social impact measure

m	Phrase
1	The World Cup (WC) provided entertainment to the community
2	القأسThe WC brought excitement to the community
3	The WC strengthen my friendship in my community
4	The WC increased my sense of my belonging in various community group
5	The WC increased my social interactions with my community
6	The WC reinforced cohesion of Qatar community
7	The WC promoted the culture diversity of Qatar
8	The WC residents with the chance to meet new people
9	Qatar gained positioning recognition by hosting the WC
10	The WC gave opportunities to show case Qatar
11	Outsiders knew more about Qatar by attending the WC
12	The WC made Qatar a model for the societal state and strengthened fraternal bonds between citizens and fans
13	The WC enhanced the recognition of Qatar internationally
14	The WC enhanced pride of Qatar residents
15	The WC enhanced the sense of being part of Qatar community
16	The WC provided an incentive for the preservation of the local culture
17	The WC reinforced community spirit

### Second: A measure to enhance participation in the FIFA World Cup tournaments in a final format

m	Phrase
1	The WC has played a role in my life and desires
2	My sporting identity was realized when I participated as a World Cup fan
3	I believe that the WC is committed to using its profits to support Qatar
4	Hosting the WC contributed to raising the level of the economy of Qatar
5	I think that Qatar benefited from sponsorship of the World Cup
6	My attendance at the WC enhanced the possibility of attendance at the upcoming WC
7	I would recommend others to attend the upcoming WC
8	I usually share my positive impressions of the tournament with others
9	The WC increased the understanding of the other culture and societies of visitors
10	The WC increased my interest in international sport events
11	The WC increased opportunity to inform hosting community in the world