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< HOSTING THE FIFA WORLD CUP - IMPACT ON THE NATIONS BRAND AND
ECONOMY: A STUDY ON HOST COUNTRIES BRAZIL (2014) AND QATAR (2022)>

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ABSTRACT

Hosting a World Cup has both direct and indirect impacts on the economy and national image of a country. The FIFA World Cup was inaugurated in 1930 and is conducted after every four years. The tournament hosts football teams from nations around the world and moves to a different country in the successive events. Notably, the tournament has become very popular and one of the most prestigious sporting events in the world, which impacts on the economy and national image of the hosting countries. The purpose of this study was to explore the impacts of hosting the world cup in Brazil (2014) and Qatar (2022). The effects in the economy were measured using facets like the changes in the infrastructures such as the transport networks and telecommunication services, number of tourists, hotel and accommodation businesses. Other measures included the creation of jobs and related opportunities, direct, and indirect foreign investments. Additionally, the study focused on the changes in the national image and brand, which was surrogate to reputation and recognition amongst other countries around the world. The rationale for conducting the study was to provide a detailed examination of the impacts so as to inform the planning and preparation processes with the idea of maximizing the benefits. The study adopted a mixed research method that integrated both quantitative and qualitative studies to provide a comprehensive data collection and analysis. The qualitative approach was primarily conducted through descriptive case studies of the previous world cups in Korea/Japan, Germany, South Africa, and Brazil. Additionally, quantitative data was collected through an online survey system, where questionnaires were administered to respondents from the four countries including Qatar. Notably, the primary research was based on a purposeful sampling technique to select respondents with knowledge, experience, and understanding concerning the world cup. The results showed that the world cup has both short and long-term impacts on the economy and the

national image; however, a positive change is not guaranteed. For instance, Korea/Japan and Germany registered positive changes in the economy both in the short and long term while South Africa and Brazil just had the short-term improvement in the economy, but in the long-term, the economy reduced. However, the majority of the respondents in all the five countries admitted that hosting the world cup had a positive impact on the reputation and image of their country.

Table of Contents

ABSTRACT 2

HOSTING THE FIFA WORLD CUP 7

1.0. INTRODUCTION 7

 1.1. Background Study 7

 1.1.1. Brazil..... 10

 1.1.2. Qatar..... 10

 1.2. Problem Statement 11

 1.3. Aim of the Study 11

 1.4. Main Objective..... 12

 1.5. Research Structure..... 12

2.0. LITERATURE REVIEW 14

 2.1. National Brand and Economic Parameters..... 14

 2.2. Impacts of Hosting Mega Games (Case Studies)..... 18

 2.2.1. Korean World Cup of 2002..... 18

 2.2.2. German World Cup of 2006 20

 2.2.3. South African World Cup of 2010..... 21

 2.2.4. World Cup in Brazil 2014..... 23

 2.2.5. Expectations in Qatar 2022..... 25

3.0. RESEARCH METHODOLOGY..... 28

3.1.	Research Strategy.....	28
3.2.	Research Design.....	29
3.3.	Justification of the Research Strategy	31
3.4.	Sampling Technique.....	31
3.5.	Inclusion and Exclusion Criteria	32
3.6.	Data Collection.....	33
3.6.1.	Secondary Data	33
3.6.2.	Primary Data	33
3.7.	Questionnaire Design	34
3.8.	Ethical and Professional Considerations	35
3.9.	Validity and Reliability Measures	35
3.10.	Limitations of the Study	36
4.0.	FINDINGS.....	37
4.1.	Participants and the Response Rate.....	37
4.2.	Projections of the Impacts of World Cup.....	39
4.3.	The Cost of Hosting FIFA World Cup.....	42
4.4.	Historical Comparison of the FIFA World Cups	44
4.5.	Hosting World Cup and Country’s Reputation	45
5.0.	CONCLUSION.....	48
5.1.	Analysis	48

5.2. Overall Conclusions 50

5.3. Limitations of the Study 51

5.4. Opportunities and Recommendations 51

Reference List 53

Appendices..... 57

 Appendix 1: Costs of Constructing Stadiums 57

 Appendix 2: Direct, Indirect, and Sectoral Impacts of World Cup on the Tourism Industry ... 58

List of Figures

Figure 1: The overall response rate in terms of gender 38

Figure 2: The overall response rates as per the countries 38

Figure 3: Projected economic impact before world cups (\$ in billions)..... 41

Figure 4: The cost of hosting FIFA world cup, a case study of Brazil 43

Figure 5: The comparison of FIFA world cups since 2006 45

Figure 6: The responses on the influence of hosting world cup on country's reputation..... 47

HOSTING THE FIFA WORLD CUP

1.0. INTRODUCTION

1.1. Background Study

The Federation Internationale de Football Association (FIFA) World Cup (referred to in this document as "World Cup") was inaugurated in 1930 and is held after every four years. The tournament hosts football teams from nations around the world and moves to a different country each cycle. Given the global popularity, the tournament has become one of the most prestigious sporting events in the world (SportCal, 2015). Every four years, up to 32 national teams converge together to compete on an international platform, where the hosting country is bound to benefits regarding the economy and national reputation. In fact, as Bresler (2011 p.2) noted, the world cup continues to improve the aspect of globalization, which results in improvement of world's economies, and connecting the local, national, and regional economies. Hosting mega game events are inevitably associated with costs and privileges to the hosting country; however, it is apparent that the benefits surpass the costs. Nevertheless, some researchers oppose the notion that hosting such mega events contribute to positive outcomes, by claiming that instead, the countries incur more costs. The different perspectives are what form the basis of this study this research.

The cost of hosting the world cup involves making considerable financial commitments during the bidding process to host the prestigious FIFA World Cup, and if successful, spend billions of dollars to deliver an event which is attended by millions. More importantly is viewed by billions across the globe placing the spotlight directly onto the host country. It is estimated that the tournament viewers surpass any other world sporting event (FIFA, 2014). On the other hand,

hosting the mega events has an immense impact on a various aspect of the economy including but not limited to trade, tourism, commerce, and infrastructure if not to mention the socio-cultural impacts. De Aragao (2015 p. 3) ascertained that the essence of allowing the developing countries to bid for hosting mega events since 2008 was to accelerate economic growth. For example, China registered great strides of development in 2008 after hosting the Summer Olympics just as in 2010 when India hosted the Commonwealth Games, the 2010 World Cup in South Africa, and the 2014 Winter Olympics in Russia. Just like the notable changes that happened in the countries, this study tries to explore the impacts of hosting the FIFA World Cup in Brazil in 2014 and project on what will happen in Qatar in 2022.

Hosting the World Cup is often considered by the host countries as economically beneficial by elevating the nation's brand on a global scale which should positively affect the country's tourism, cultural and financial sectors (Arjyo 2014, p. 1). Notably, the sectors are the main pillars of the economy as they drive growth and development of any nation. Though, various research conducted over the past World Cups hosts, before 2014, suggests that the actual benefits are much less to that of the expectations of host countries. In the aspect of the short and long-term benefits, economists have argued that there are limited to no benefits to the host nations in the short-term (Matheson, 2012) and the long term benefits, if any, cannot be attributed directly by hosting the World Cup. In essence, the World Cup brings virtually no long-term values or support to the host nations (Fedderson et. al 2009). On the other side of the spectrum, some scholars offer an assessment that while the short term value is limited, there is long-term economic and nation brand reputation benefits to host nations (Maennig, 2007). Undoubtedly, no country in the world would be willing to host the World Cup if there are no benefits from the massive investments made to host the tournament. Earning national reputation and improvement

in the economic sector is often the ambition of the nations that bid for hosting the FIFA world cup. The bidding process is always very competitive, which provide insights on the expected benefits that the bidders project by winning the bid.

Nevertheless, there are different perspectives on the impacts of hosting the mega games as some assert that the benefits could be limited or even not worthy for the costs involved. Therefore, to understand the various arguments related to the benefits, or no benefits for that matter, of hosting the World Cup, the primary aim of this dissertation is to evaluate the impacts on the nation brand and economy in the country which had hosted the World Cup. As a secondary aim, the study will assess the impact of the World Cups by evaluating the experience of a country which had hosted the tournament and of another which is preparing to host. The author proposes to conduct a study, through methodologies which are highlighted in this document, to understand whether host countries can justify that the nation's brand and general economic returns are significant than the investments made to host the World Cup.

For the dissertation purpose, the proposed host countries include Brazil, which hosted the latest World Cup in 2014, and Qatar, which is hosting the tournament in 2022. The primary focus of the dissertation will be Brazil with the latter host country (Qatar) being purposefully chosen over Russia, which is hosting the upcoming tournament in 2018. It is worthwhile mentioning the reason for choosing Brazil over previous host countries, for example, South Africa and Germany, as there are several academic and professional researchers already available to ascertain the actual returns from hosting the tournament. However, at the time of selecting this dissertation topic, the available research and outcomes on Brazil, and nation brand positioning on Qatar are limited, which makes the topic more interesting. Though, there are sufficient literature and

research from the past available to ascertain the outcomes of hosting the World Cup in general, which are examined in the literature review chapter of this dissertation.

1.1.1. Brazil

Brazil is one of the largest and most populated countries in South America with a population exceeding 200 million (CIA, 2016) and is a Federal Presidential Republic. The main spoken language is Portuguese. The country has a strong economy and has been characterized as one of the strongest emerging markets in the world. The annual GDP exceeds US\$ 3 trillion (CIA, 2016) and driven primarily by the strong agricultural, mining, manufacturing, exports and service sectors. Given Brazil's strong emerging financial performance, FIFA and IOC (International Olympic Committee) awarded Brazil as host for the 2010 World Cup and 2016 Olympics respectively. However, with the recent hosting of the 2014 FIFA World Cup, Brazil has come under the spotlight, especially on the local front, with accusations of corruption and misuse of public funds. In essence, hosting the world cup caused the economy to be negatively affected due to the unnecessary spending on building infrastructure for the World Cup and the upcoming Olympics. We cover these factors in further detail later in this document.

1.1.2. Qatar

The State of Qatar is an Arab emirate in the Middle-East and a member of the GCC (Gulf Cooperation Council). Qatar is relatively a small country with a total population of just over 2.3 million persons, with over 85% based in the capital city of Doha (Ministry of Planning and Statistics (MDPS), 2015). The population is predominantly comprised of males which make up to 75% of the total population. Qatar is an absolute monarchy, where the Emir (or King) of Qatar is the sole deciding authority on all matters related to the government and state. In 2014, Fragile States Index (Foreign Policy, 2014) Qatar was ranked as one of the least fragile countries. Forbes

(2014) noted that Qatar is the wealthiest country in the world with an approximate GDP per capita of more than US\$ 88,000. The economy is primarily driven by exports of petroleum related products with Qatar having the 3rd most proven gas reserves as per the World Fact Book (Central Intelligence Agency, 2015) Qatar was awarded as the host of the 2022 FIFA World Cup in 2010 through voting of the FIFA executive committee. Since the awarding, Qatar has committed billions of dollars to building general infrastructure to host the massive tournament. However, the country has come under the spotlight due to international criticism about the allegations of bribery and workers welfare limitations in the buildup to the tournament.

1.2. Problem Statement

The idea behind the study is to explore the impacts of hosting the FIFA world cup particularly in Brazil (2014) and Qatar (2022). As a matter of fact, there is a continuing argument on the short and long-term benefits of hosting such mega events, especially on the national reputation and economy. Therefore, the knowledge gap is to weigh the benefits and the costs so as to explicitly express the impacts on the host countries. The statistics show that the bidding process is often competitive and in other instances, like the case of Qatar, claims of bribery have been expressed. Against the backdrop of the competitive bidding and the overestimated benefits of hosting the FIFA world cup, some scholars argue that the mega games have no or just limited benefits compared to the costs. As such, this study will provide a new perspective on the impacts of hosting the World Cup by narrowing into the national reputation and economy of the hosting country. It is undeniable that the two parameters are very important for measure the general growth and development of a country both in the short and long run.

1.3. Aim of the Study

The main purpose of the study is to explore the impacts of hosting the FIFA world cup on the national brand and economy of Brazil and Qatar. The impacts on the national brand are felt both at home and the international level, which subsequently result in improved trade and economic ties with other countries. The choice of Brazil as a case study was to provide an evaluation of the national brand of the country before and after hosting the 2014 World Cup, which has not been researched as other cases in Korea and Germany. On the other hand, Qatar forms a better case study to Russia that will host the same games in 2018. However, Qatar has had an international criticism and allegations concerning bribery and corruption in winning the 2022 bid. With that, the national reputation has somewhat been tarnished; thus, it will be relevant to understand the impacts on the nation's brand after hosting the World Cup. The purpose of the study will be fulfilled by achieving the following objectives of the study.

1.4. Main Objective

To explore the impacts of hosting a world cup on the national brand and economy of a country

Objectives of the Study

1. To evaluate the extent to which a country's reputation is changed by hosting a world cup
2. To analyze the changes in the economic sector after hosting a world cup
3. To examine the costs of hosting a world cup

1.5. Research Structure

This research will be divided into six main parts. The introduction provides an overview of the context and the concepts of the study so as to alert the reader on the essence and rationale for the study. Markedly, the first part provides the background information of Brazil and Qatar and

justifies the need for exploring the impacts of hosting the world cup in the two countries.

Secondly, the literature review conducts a systematic evaluation of the works of other authors to measure the consistency of the study and to identify the research gap. The literature majorly provides that cases of the countries that have hosted the world cup so as to evaluate the impacts and use the findings to project on the expectations in Qatar. Additionally, the research methodology describes how the research was conducted by providing details on the design, sampling, and data collections amongst other considerations. The findings section provides the results that are showed and illustrated with the help of figures and tables to enhance a deeper and explicit understanding. Lastly, the conclusion uses the findings to provide the insightful interpretations and wraps up the overall paper before highlighting the recommendations for future studies.

2.0. LITERATURE REVIEW

2.1. National Brand and Economic Parameters

Hosting major games in the world contributes to varied impacts in relation to the social, economic, cultural, economic, and political aspects of a country (Bresler 2011, p. 12). Most importantly, this study focuses on the economic and national reputation, which by themselves are synchronized with the other parameters. The essence is that the impacts of hosting an international event could be so massive and complex to trace or quantify particularly if proper measures are not considered. Ramdas et al. (2015, p.227) showed a comparison of the impacts of hosting the World Cup in South Africa and Brazil in 2010 and 2014 respectively. Markedly, the author used various parameters including the changes in the infrastructure, tourism, trade, relations, and other socioeconomic aspects to argue the points out.

Previously, hosting the mega games was dominated by the developed countries particularly in Europe and America. The developing countries were said to have limited capacities to host such events. In hindsight, hosting the mega-events such as World Cup is demanding and only those countries with adequate resources and have attained considerable growth can win the bidding for hosting. As a matter of fact, the process of bidding is often very competitive, and the bidders are always the rich nations. Therefore, despite the positive outcomes of hosting the World Cup, there considerable costs that the countries incur. Such realities are what inform the arguments that speculate the exact benefits and costs of hosting the world cup event.

According to Bresler (2011, p. 11), hosting a world cup provides both positive and negative outcomes. The positive changes relate to improvement in the tourism sector as many visitors come to watch the games. As aforementioned, world cup is a prestigious game that is liked

globally and draws many fanatics from various nations. As such, the hosting country benefits from the money spent in buying the tickets, transportation, hotel business, accommodation, entertainment and many others. Additionally, the economy also improves as a result of construction, renovation, maintenance, and beatification of the urban roads, ports, and cities that host the world cup. However, Arjyo (2014, p. 3) disagreed that such improvements happen because of the costs incurred by the government hosting the world cup. Despite the expenses, it is true that the government uses the state resources to improve the economy, and if anything, the projects are often sponsored by private organizations, corporate bodies, and international entities including FIFA itself. Such infrastructural developments are also evident due to the improvement telecommunication services. Other changes involve construction of ports to the cities that host the games and the border ports; thus increasing the value of such infrastructure.

Nevertheless, it is right to acknowledge that the impacts of such mega-events create a “paradox,” particularly with regards to major projects and events involved before, during and after the games. As Campbell and Phago (2010, p. 3) noted, different regions and nations competitively bid for the games despite the notion that proves that sports showpieces do not produce economic impacts as always expected. In fact, the bidding process involves many partakers that prolong the procedures and increasing the cost and time; thus, resulting to costs. Notably, in the bidding process, one of the main considerations to qualify as a bidder is the capacity of the country in question to host the game. Undoubtedly, the burden of hosting the world cup is often borne mostly by the federal or state governments, who have to construct, renovate, and maintain stadiums and cities where the games will take place. Hosting the world cup makes the country to spend too much money in building the stadiums and cities, which in essence show both benefits and challenges to the national economy. The urban areas are developed to meet the design of the

contemporary structures and allow proper hosting and accommodation of the tourists. Such improves elicit positive and negative changes in the economy.

Despite the evident increase and expansion of bidding for mega-events, their potential still raises questions because the debate shows positive and negative sides. Economic analysts argued that countries are often overambitious and very optimistic concerning the potentials of hosting a business. The calculations are never made to inclusively consider the short, medium, and long-term impacts. In most cases, the bidders often base their decisions on short-term goals such as sales of the tickets, tourist booms, and high sales in the hotel and restaurant, financial services, and telecommunication. However, it is imperative to make critical considerations on the medium and long-term impacts such as repayments of loans and expenses used in re-facing the cities, infrastructure, and stadiums amongst others (Ramdas et al. 2015, p.228).

Notably, the issue of globalization has facilitated the quest of the countries around the world to develop economically, socially, culturally, and politically amongst others. Every country is on the verge of making its economy and international reputation better. As Bresler (2011, p. 14) noted, the developed economy and reputation further enhances local, national, and regional growth and developments through partnership, trade, tourism, and infrastructure amongst others. The insight of the argument is that there are varied aspects of change in the national and economic indicators as a result of hosting major events. To this end, it is evident the countries that have hosted such mega events in the past have not shown a similar change. Therefore, it is relevant to evaluate the outcomes of hosting a world cup based on the contexts and the concepts of the economy and the national brand as just but a few measures.

Notably, the decision taken for bidding and hosting an international event such as the world cup is based on socio-political and economic factors. The countries often want to improve their reputations, build infrastructures, attract tourists, and facilitate trade and commerce amongst others. Nevertheless, some researchers maintain that the expectations are never met fully, meaning that there are instances of even negative impacts. The essence is to weigh if the benefits outdo the costs in the different countries that have hosted the mega sports. Allmers and Maennig (2009, p. 33) said the mega sports events have brought varied outcomes to different countries. The events are always conducted on short-term basis particularly in a number of weeks (one month) but have remarkably long-term impacts. In fact, World Cup is the most significant sporting event that calls for the attention of countries around the world. Therefore, the bidders who want to host the events strive to achieve international recognition and economic development. Arjyo (2014, p. 1) mentioned that the developments could be in terms of more job creation, improvement in the tourism industry, and foreign investments amongst others.

Notably, hosting the World Cup is generally perceived by the host country as highly beneficial, at least in terms of the nation's branding in the international community, in addition to attaining social and economic benefits. However, recent studies have suggested that the actual benefits attained are much less than expected, at least in the short-term, which are generally in the areas of tourism and employment (Fedderson et. al, 2009). However, the direct returns on enhancing the nation brand are more positive as the results are rather immediate, at least in the short-term (Brand Finance, 2014). Economic benefits for the nation, on the other hand, can be achieved in the long term which can be analyzed under various factors such as international perception, enhanced trade, tourism enhancement, new development, etc. as highlighted by Allmers and Maening (2009).

2.2. Impacts of Hosting Mega Games (Case Studies)

2.2.1. Korean World Cup of 2002

The Korean World Cup of 2002 was co-hosted with Japan from 31st May to 30th June. It was a time when the Korean government had experienced a serious economic crisis particularly between 1997 and 1998. Nevertheless, the economy had started to improve indicated by the rise in the Stock Market and other upward trends in the economy. Therefore, the World Cup came at a significant time when it was projected that the economy of the country would increase through a sharp rebound. Much expectation was to contribute to the development of the nation by adding both tangible and intangible values to the economy. Campbell and Phago (2010, p. 3) mentioned that the world cup of 2002 was also expected to forge national unity and international recognition of the co-host countries. Markedly, the anticipated contributions were many that some authors like Feddersen et al. (2009, p. 1-2) denied that were beyond the deliverables of mega events. One of the main objectives of hosting the world cup in Korean was because the country wanted to sell its image around the world. The planners were targeting the media coverage that particularly booms towards and during the finals to internationally exposure Korean and Japan. Business enterprises wanted to use the global attention that the games attract to advance their brands and images.

The anticipation was to use the global opportunity to diversify the diplomatic initiatives and relations of the country so as to enhance cooperation and relationship of Korea with the countries in South and Central America, Europe, and the co-host, Japan. Nevertheless, the positive projections also required investment in the country's infrastructure. Allmers and Maennig (2009, p. 32) noted that the Korean World Cup called for the construction of football stadiums, restraints and hotels, accommodation services, road networks, and improvement in the

telecommunication services. It was calculated that there was a need for an investment worth 3.6 trillion and about 350,000 new jobs were to be created. Additionally, the tourism industry was expected to perform better as more than 300, 000 tourists were expected to come to the country. The tourists would generate up to 1.7 trillion from the economic activities and creation or support of other jobs. Additionally, the enhancement of the country's image was to improve the internal image of Korea, which in turn would encourage exports. In fact, the economists projected a positive outcome in exports in the long-term due to the creation of good international relations.

The government could not relent on their expectations and evidently made remarks on how happy they were to host and win games in the world cup. According to Ramdas et al. (2015, p.227-228), the Presidents of South Korea Dae Jung Kim stated on 22nd June 2002 that it was the happiest day for the Koreans in 5000 years just after they beat Spain in the quarter-finals. It meant the country had shown the world of their football prowess, which intrinsically enhanced their international image. The Korean citizens were equally happy to support their team as noted when more than seven million Koreans gathered to watch their semifinals against Germany. Although, the majority of the citizens were excited at the remarkable performance of their soccer team, some were worrying about the cost of hosting the world cup. The country had to construct 10 new stadiums and budget for renovation and maintenance costs, which was estimated to be more than 2 billion US dollars. There was also need for construction and improvement in the telecommunication services, road networks, security issues, accommodation and hotel services, and entertainment, which forced the government to plan for the costs. However, the country also gained global recognition particularly through the support of the citizens and registered tremendous economic growth.

2.2.2. German World Cup of 2006

The announcement that Germany would host the 2006 world cup was made on 4th July 2004 by the FIFA president of that time Joseph Blatter. Markedly, the social researches on the perception of the German citizens concern the events noted that more than 80 percent of the population were excited and optimistic about positive outcomes. Just like if the case of the Republic of Korea, the government, event managers, economists, and the public were positive about the enhancement of the nation's image and economic dimensions. According to Campbell and Phago (2010, p. 2-3), the economic expectations of organizing the mega events are one of the main reasons behind bidding to host the games. As such, the world-cup had manifold socio-economic effects in German due to the creation of new jobs, improvement in the infrastructure, construction of roads and stadiums, hotel and accommodation services, and entertainment amongst others. The world cup earned a global view that even the FIFA president admitted that the 2006 world cup was presented in a global and received in an emotional manner then the events conducted before. Germany gained international recognition within the four weeks 9th June to 9th July 2006. The national brand of the country also improved in the next one year as noted by changes in events such as increase in the number of tourists by 31 percent (Ahlert 2006, p.58-59).

Within the first year after the 2006 world cup in the country, the unemployment index decrease by 29 % and the rate of foreign investment improved the highest since 1990. The National Brand Index also showed that the reputation of the country had increased even without winning the world cup. Allen (2013, p.405) who conducted a longitudinal study showed that the World Cup in German erased some of the old clichés that other nations had for the country and improved the International relationship of Germany. If anything Germany positively utilized the global event to present the good image of the country and the people. There was also the construction of

stadia in major cities that hosted the games, which introduced iconic architecture in cities like Munich, Dortmund, and Berlin amongst others. The developments also exposed the world to the innovations and developments in German, which enhanced commerce and trade between the country and other nations.

Additionally, the event earned the government of Germany revenue from the tourism industry of about 399 million US dollars, 2 billion from retail sales, and the creation of up to 50,000 jobs. Despite the high cost of building the infrastructure to host the world cup, which summed up to 3.7 billion euros, the country welcomed more than 25 million foreign visitors and their money into German economy. For example, Ramdas et al. (2015, p.229) noted that many Italian visitors go to the Berlin Stadium to visit where their nation took the world cup final, with the visit rates seen to have increased by 43 percent. Undeniably, Germany benefitted from the games in more manners than just the economic realm because the national brand of the country was shown to the world.

2.2.3. South African World Cup of 2010

The 2010 world cup held in South Africa was a landmark event because it was the first time the world's top sports event was being hosted in Africa. Africa is a third world continent that is composed of countries that have limited economic resources as compared to the counterparts in the developed nations. Despite the economic strides the South Africa had made, there were still limitations in the stadia, roads, telecommunication, hotel, accommodation, and entertainment services. As such, just like in the other countries that had hosted the world cup, South Africa was to upgrade its infrastructure by constructing new stadiums and maintaining and renovating the others to accommodate the capacities of the events. New road networks were constructed coupled with improvement in the food and hotel sectors, increase of foreign visitors including

creation of new jobs. The national brand of the country was known worldwide and improving their international relations. De Aragao (2015, p. 4) mentioned that South Africa benefited from the world cup through direct and indirect economic gains both in the short and the long run.

The 2010 attracted more than 300,000 foreign tourists with the main aim of watching the world cup. In fact, others came during and after the tournament for different or related reasons. During the month of the games, the foreign visitors included 32% from Africa, 24% from Europe, and 13% from the South and Central America. The tourists who specifically came to watch the games spent up to 3.64 billion South African Rand. They spent a lot of their money on accommodation, food and beverages, shopping, telecommunication, and entertainment. Majority of the visitors especially North America and Russia even stayed in the country for more than the overall length of stay, which was 10.3 nights. With the longer stays, the tourists spent more, which in turn contributed to financial development of the host country. Additionally, following the event the destination preference of South Africa increased by 9 percent as tourist were now aware of the country. In fact, Van Holm (2015, p.96) noted that the intention of the tourists increased by up to 35% in the short run.

Nevertheless, there were notably negative outcomes that affected the image of the country and the economy. First there were evictions of the people especially from the poor sections from the urban centers with the ambition to impress the visitors and beautify the cities. For example, the KwaZulu-Natal government was taken to court for elimination and prevention of the Slum Act (McMichael 2012, p. 520). There were also cases of illicit sex trade that tarnished the image of the nation noting the South Africa is the worst place affected by HIV/AIDs in the world. The reputation of the nation was inevitably boosted noting that it was the first country to host the world cup in Africa. South Africa was rebranded as a new tourist destination according to De

Aragao (2015, p. 5), who also added the visitors are also likely to go to other African countries. Notably, South Africa also suffered some aspects of social tensions due to racial inequalities against a backdrop of a country plagued with fragile democracy and economic inequalities. The apartheid issue created mistrust amongst the citizens and also the visitors, which also influenced the international reputation of South Africa. Despite such negative outcomes, the country noted economic developments including expansion of international markets, increase in tourists, and championed relationship with other African nations or all over the world.

2.2.4. World Cup in Brazil 2014

Henderson (2014, p.282) used a descriptive study to analyze the ex-ante effects of the Brazilian 2014 world cup. The author first noted that hosting such mega events provides investment opportunities for social and economic developments. Through infrastructural development the country gained prominence in the world. However, it is also revealed by Ramdas et al. (2015, p.229) that the world cup in Brazil had other negative impacts due to security issues, poor planning and coordination, and widespread discontentment of the people of Brazil. Brazil hosted the world cup after 64 years from the first hosting and the planner were very optimistic about the outcomes. The country already had a first growing economy especially in manufacturing of aircraft and food production in the world. According to Allen (2013, p. 404), Brazil is considered as one of the fast-growing economies alongside other countries such as China, South Africa, India, and Russia, which are commonly known as the BRIC members. The hosting country is also known as one of the biggest hubs of football in the world; thus, the world cup was projected to have remarkable impacts on the country. In fact, the objective of the government was to spur economic growth through creating new jobs to address the issue of inequalities and poverty in addition to attempting to improve the quality of life. FIFA (2014) revealed that the

sectors that benefited the most from the 2014 world cup in Brazil include civil construction, business services, information services, food and beverage, tourism and hospitality, electricity and urban services. There also developments such as expansion of road networks, reconstructions, renovation, and maintenance of other infrastructure. The investments in security, safety, reurbanization, and highway also improved the living standards of the local people.

Focusing specifically on Brazil, it can be ascertained that in order for countries to allow major development projects for hosting the World Cup, providing finance subsidies for such projects is crucial, however the direct returns for the economy, and public benefit, are limited. On the other hand, according to a study conducted by Ernst & Young (2011) the estimated increase of incoming tourism was at 50%. This forecast included 3.1 million national and about 0.6 million international visitors generating about US\$ 5.9 billion in tourism revenue. However, the actual increase seemed to paint a different picture (Arjiyo, 2014) as the actual economic benefit, after incorporating the infrastructure development costs, were minimal, at least in the short-term (However, there are no official reports from the Brazil government so far on the actual financial outcome from hosting the World Cup). This will be further covered in the dissertation in greater detail with the highlight of how Brazil actually marketed the nation product to attract both local and international visitors and whether their marketing approach was appropriate.

From the nation brand perspective, Brazil was on the media highlight and increased the nation profile amongst the international community which was the result of the substantial media coverage (Maennig and Porsche, 2011). The immediate results were substantiated by Brand Finance Nation Brand Summary (2016). However, in the more recent ranking in Brand Finance (2016), Brazil's overall brand health was reduced by over 17% which begs the question whether hosting the World Cup brought any long-term benefit to the nation brand. Henderson (2014,

p.284) noted that the Brazilian football had both short and long-term impacts on the national brand and the economy of the country. In the short-run the event led to the creation of employment and improvement of income of the citizens in addition to the fiscal effects. Other intangible benefits included the international flair and the good feeling that the citizens felt in supporting their national team and selling their image to the outside world. Additionally, there are long-term impacts that include improvement in the tourism industry and development of the sports infrastructure through the building of major roads and stadia amongst other supporting facilities. Nevertheless, the country had to bear both the tangible and intangible costs in the short and long run. The tangible short-term costs included the planning and organizing, infrastructural work, and security issues while the in the long-term the maintenance and dismantling works increase the initial expenses. Other intangible costs include congestions, noise, usage of space, and the opportunity costs.

2.2.5. Expectations in Qatar 2022

Qatar won the bid to host the 2022 FIFA world cup despite the controversies that surround the overall process with claims of bribery and corruption issues in awarding the tender. The global awareness of the allegation has heightened the expectations of the people around the world who are interested in following up how the events will unfold. Most importantly, it is important to acknowledge that Qatar is a fast-growing nation that is male-dominated, and the majority of the citizens live in the urban areas, especially the capital city, Doha. From the Qatar's perspective, creating the nation brand through sports diplomacy has been at the core of the national agenda and the successfully hosting such a global event to promote social norms will enhance the country's prestige internationally (Grix and Lee, 2013). As a matter of fact, FIFA Report (2014) noted that Qatar developed a strategy for developing the sporting activities ingrained in the

National Vision 2030 (QNV 2010). The vision is aimed at contributing to the social, economic, human, and environmental developments in the country. Grix and Lee (2013) further evaluated Qatar's international brand image perception given hosting the World Cup in the dissertation research. Until now there are debates on whether Qatar should lose the bid, particularly if the bribery allegations are proven. In fact, the Union of European Football Associations (UEFA) boss noted that there would be a need for re-voting if the accusations are put to the limelight. The essence is that the international reputation of Qatar has already been tarnished and hosting the world cup will have a hallmark effect on the nation's brand and the economy.

Van Holm (2015, p.97) mentioned that Qatar's bidding to host the World Cup was part of the country's developmental agenda with a novel approach to leave a great legacy around the world. Notably, it is the first time in history when the FIFA decides to take the world cup to the Middle East in a country that has registered tremendous growth in technology and economy. The proposal is to have a minimum of 12 stadiums; thus, the country needs to construct 9 stadiums and renovate three projected to cost up to 3 billion US dollars. It is also expected that after the event, there will be a modular construction of about 22 stadiums in developing countries, which will further build a good relationship with Qatar with the beneficiary countries. Markedly, the country has had experiences of hosting mega events such as the FIFA under-20 World Cup back in 1995 in addition to the Asian Games in 2006. The earlier experiences have proven that the sports not just for entertainment purposes, but they also facilitate national cohesion, economic developments, and improving the social well-being of the citizens. Notably, Qatar won the bid to host the 2022 world cup on 2nd December 2010, which marked the biggest success in the country. The mega event will mark the largest event ever hosted in the country if not to mention the other nations in the Middle East. Since the awarding, Qatar has committed billions of dollars

to building general infrastructure to host the massive tournament. However, the country has come under the spotlight due to international criticism about the allegations of bribery and workers welfare limitations in the buildup to the tournament.

Nevertheless, there are expected challenges including dealing with the hot temperatures experienced in the country during the summer period. Traditionally, the world cup games are held between the mid-June and mid-July, a time when the summer is at the peak. Extreme temperatures will affect the events; thus, the organizers are forced to install cooling technologies for the fans and the players. Such requisitions added to the need for constructing, renovating, and maintaining the stadiums require high expenses. Additionally, the roads, telecommunication, accommodation, and entertainment services must be provided for the tourists during and after the tournament. It is estimated that building the air-conditioned stadiums, the road networks, hotels, and the accommodation services will cost a grand total of 100 US dollars. Notably, Qatar is an explicit case for understanding the impacts of such mega events because the country lacks an independent monetary policy, has limited domestic production, and most importantly, it is extremely rich. Additionally, money will be injected to the country through direct and indirect investments; however, the country is also expected to suffer the impact of inflation.

3.0. RESEARCH METHODOLOGY

3.1. Research Strategy

The study employed a mixed research methodology that involved the collection, analysis, and integration of both qualitative and quantitative data and information. Markedly, the qualitative study was very crucial in understanding the concepts and opinion concerning hosting the world cup, particularly in the last 14 years. Since 2002, Korea/Japan, Germany, South Africa, and Brazil hosted the mega event, which led to different aspects of changes in the economy and the national brand. Through a qualitative study that described the case studies, it was possible to provide a descriptive understanding of the situations and use the findings to project on what might happen in Qatar. The description of the case studies also formed the basis of the literature review. The essence is that the qualitative approach provided a wider view of the concepts and variables related to the study, which will help the audience to have a deeper understanding of the aspects of the study. In fact, conducting the descriptive study allowed the researcher to have a deeper conceptualization of the impacts of hosting the world cup by analyzing the change in the economic and national parameters. It formed the qualitative study that the economic indicators such as infrastructure, telecommunication, hotels and restaurants, security, and safety amongst others were used to measure the impacts of the world cup events. Additionally, the qualitative study provided the insights of the parameters for measuring the changes in a national brand.

In a nutshell, the qualitative study provided the fundamental ground for the subsequent quantitative study. The quantitative approach was meant to provide a statistical view of the results since the changes in the economy and national brand are better expressed numerically. That is, the quantification allowed attaching values, numbers, rates, ratios, proportions, or percentages to the changes identified in the previous qualitative study. As a matter of fact, the

study integrated both inductive and deductive measures thus making the researcher enhance the depth and breadth of the study. As Thaler (2015, p.16) mentioned, mixed research methodology are preferred in the contemporary studies because they enhance comprehensiveness and avoid the limitations of focusing on one of the two approaches. Undoubtedly, both qualitative and quantitative studies have weaknesses that are unique to them; however, the mixed strategy minimizes the limitations, which in turn result in improved reliability and accuracy of the data collection and analysis. The mixed method allowed collection of the data concerning the impacts of hosting the world cup games in the different countries from the texts and expressed in words, which allowed for qualification of the concepts and variables of the study. Additionally, the identified concepts and variables had to be quantified to show concrete changes in the economic and national brands of Brazil and Qatar.

3.2. Research Design

As hinted, this research used a mixed research methodology where the qualitative study was conducted before the quantitative study. The essence of first conducting the qualitative data collection and analysis was to provide a deeper understanding of the research concepts and variables. As Kamil et al. (2014, p. 4) mentioned, qualitative studies enhances a deeper understanding of the concepts ad opinions concerning a given topic, thus aids in defining and explaining the major concepts and issues of the study. The qualitative data collection was then followed by quantitative study in a sequential design that Bryman (2012, p. 15) referred to as a sequential exploratory design. The sequential design involves the collection of data in phase through an iterative process. Markedly, the first part of the study was conducted using qualitative case studies to explore the phenomena in South Korea/Japan, Germany, South Africa, and Brazil.

The case studies described the economic and national situations of the countries before and after hosting the world cup. As revealed in the literature review, the issues were explored using multifaceted lenses to facilitate understanding of the different dimensions of the impacts of hosting the mega events. It is undeniable that the journals and books concerning the hosting of the world cup provided the basis of the case studies that described the situations in the different countries without manipulation. The second part of the study was conducted by collecting quantitative study through the administration of web-based questionnaires to key informants from the four countries. Notably, the reason for using the sequential exploratory design was to allow a systematic collection of data and information that build on each other. That is the quantitative study was to build on the qualitative study.

Notably, after reviewing the literature and the texts to describe the situations of the countries before and after hosting the world cup, it was possible to understand the different variables of the economy and the national brand influenced. The variables provided the insights for conductive the quantitative survey that mainly targeted the key informants such as the organizing committees, event managers, policy analysts, and other entities with knowledge, experience, and understanding of the mega-events and their impacts. As a matter of fact, the study was largely qualitative because even the key informants were asked open-ended questions, which called for their opinions and views concerning the subject. However, the questionnaire was semi-structured to include questions; thus, collecting quantitative information. The questionnaires were administered to the sampled participants through web-based mechanisms especially the websites so as to limit the cost and time of data collection and analysis. Filled questionnaires were sent back after the respondents took a maximum of a week to respond to the questions. The questions were precise and simple to limit confusions and ease the answering process. On the other hand,

the qualitative study is deficient is an interpretation as it allows subjective reasoning which could lead to biases.

3.3. Justification of the Research Strategy

As aforementioned, the main idea of adopting the mixed methodology was to provide more strength and offset the limitations of using either the research approaches. For example, the quantitative study provides limited or no information about the context or the behaviors of the respondents which is well exhibited by using the qualitative study. Using the analogy of a fish net, when two nets with holes are laid over each other, the final net will be better than fishing using a single net. According to Kamil et al. (2014, p. 9), the mixed-methodology enhances comprehensiveness in data collection and analysis. Notably, the combined method allows merging, corroboration, and combining of the collection and analysis of data. It also allows development of better and specific instruments that are relevant for the collection of data. The method also allows broader and more complete answering of the research questions by applying both the qualitative and quantitative measures. Notably, the provision of strong evidence also widens the approaches of interpretations of the research findings. The combination of the qualitative and quantitative measures produce comprehensive knowledge that informs the theories and practice; thus, allowing the audience to fully conceptualize the impacts of hosting a world cup game.

3.4. Sampling Technique

The method entailed a sampling technique guided by well-defined criteria that ensured that the selected respondents provided accurate and reliable information. First, for the qualitative study, it

was necessary to develop the mechanism for selecting the books and journals so as to provide an explicit description of the four case studies (South Korea/Japan, Germany, South Africa, and Brazil). The materials were to describe the changes caused by hosting the world cup by showing the situations prior and after the event. With that, it was possible to analyze the costs and benefits of hosting the mega event and provide the ideas for quantification of the variables of change. Most importantly, the books and journals had to be updated, written in English, published by reliable sources, and provide information relevant to the topic of the study. For the quantitative survey, the selection of the participants was done using a non-random purposeful sampling technique. As Bernard (2013, p. 45) explained, the purposeful sampling aims at selection respondent with the knowledge, experience, and understanding of the study subject; thus, enhancing the reliability and validity of the data collection and the subsequent analysis. The non-random sampling only selected people and entities in the four countries including Qatar, who understand the impacts of hosting the world cup based on the occupation or knowledge.

3.5. Inclusion and Exclusion Criteria

The inclusion and exclusion criteria provided the mechanism for selecting the research participants. Such guidelines provided the protocol for selecting the participants based on their knowledge and understanding of the subject. The following criteria were applied in the study.

1. The respondents must have had proper information and understanding concerning hosting mega games
2. The participants had to understand the English Language to allow proper understanding of the questions and give appropriate responses

3. The research subject had to have resided in the respective countries before and after the world cup game
4. The respondents had to be 18 or above years of age

3.6. Data Collection

3.6.1. Secondary Data

The research depended on both primary and secondary data sources. The secondary data were sourced from books, journals, government websites, conference reports, and other credible websites to describe the cases of the study. Markedly, the literature review was used to conduct a systematic evaluation and analysis of the different works of authors so as to identify and explain the real concepts and theories related to the study. It was from the secondary information that the different facts of a country's economy and reputation were explained so as to allow proper quantification of the change. According to Bryman (2012, p. 16), the idea behind review the works of other authors is to measure if the current research is consistent with what other researchers have done. Additionally, the evaluation of the literature helps in identifying what has been done related to the research study so as to justify the problem of the study. The essence of stating the research problem is to reveal the knowledge gap, which the current research aims to fulfill. In particular, the secondary data was sourced from journal, books, and reports about the previous

3.6.2. Primary Data

Primary data was important for this study because it provided the first-hand information that proved the originality of this study. According to Thaler (2015, p. 18), every new study should be unique and show new contribution by collecting primary data either through qualitative or

quantitative methods. In fact, this research integrated the two approaches through the use of semi-structured questionnaires to collect data from the key informants sampled from Korea, Germany, South Africa, Brazil, and Qatar. The researcher collected data from 100 participants from each country, which led to a total of 500 respondents for the study. Web-based questionnaires were sent to the participants and reminders sent to them on the need to complete the research and resend after a week. The sample frame was sourced from the government agencies and the football bodies of the respective countries. Markedly, to maximize the response rate, the questionnaires were simply design and the questions arranged in a logical manner to ease understanding of the research participants.

3.7. Questionnaire Design

The first of the questionnaire entailed the consent note that reminded the respondent of the voluntarism of participating in the research. That is, the note assured the research subject that their participation was out of their willingness, but again stresses the importance of engaging in the research. Additionally, the questionnaire was short and simple so as to motivate the participants to complete the questions, most of which had multiple choice answers that were selected just by a click. The order of the questions was also systematic as the first section was about demographic information to help the researcher understand the respondents better.

Notably, the questions were also arranged from the simplest to the complex one to avoid making the respondents give up in the initial stage of filling the documents. Nevertheless, the most important questions were put next to the beginning so that in case some of the respondents do not answer the whole questions then the information provided could still be vital for the study.

Enough spaces were also left after each question to allow the respondent to fully provide their

responses, particularly for the open-ended questions. Most importantly, the questionnaire was semi-structured to include both open-ended and closed-ended questions.

3.8. Ethical and Professional Considerations

Just as all credit studies, this research considered the principles of confidentiality, non-coercion, informed consent, and openness amongst other crucial issues. First, the respondents were selected based on voluntarism as no one was coerced to take part in the study. The participants were reminded of their willingness to participate based as their consents had to be informed. That is all the issues concerning the research were disclosed including the benefits and even the risks of taking part in the research. Fortunately, the research showed no clues of harming the respondents apart from taking the few hours of their few hours in filling the questionnaire. Also, the participants were assured that the information collected from them were strictly meant for the study and no unconcerned person or entity was allowed to access the information collected. Professionally, in writing the report, all the borrowed words, phrases, or sentences were acknowledged to avoid committing an academic offense called plagiarism.

3.9. Validity and Reliability Measures

Validity is the degree to which a given test measures exactly what is intended so as to produce accurate results. On the other hand, reliability is the measure of the consistency of the results to prove their repeatability at different contexts. The validity and reliability of the study were ensured by designing the same type of questionnaire administered to all the respondents. In particular, the questions were very specific and designed using simple language so as to make the respondents understand the need for every question and provide the most accurate result.

Additionally, by administering the same type of the assessment tool to all the respondents in the five countries it was possible to obtain reliable information. Most importantly, the reliability and validity was enhanced through the purposeful sampling that selected respondents with the required information, knowledge, experience, and understanding; thus the high confidence of receiving valid and reliable responses.

3.10. Limitations of the Study

One of the main limitations of the research was the complexity of the methodology used. Markedly, the mixed method entailed integrating different approaches of collecting data and analysis. Additionally, the research included up to five countries; hence, increasing the problem of complexity and need for more resources. The use of purposeful sampling also created some bias since other eligible respondents were denied participation just because they did not have adequate knowledge and experience concerning hosting of world cup. Also, the non-random sampling reduced the representativeness of the study sample; thus, limiting the generalizability of the findings. The web-based collection of data also created some bias in addition to affecting the response rate as some did not respond or fill the questionnaires.

4.0. FINDINGS

4.1. Participants and the Response Rate

On a general notion, the response rate was high because 85.6% of the expected 500 participants responded to the questionnaires. The figure 1 before shows that out of the response, 55% were males while 45% females, which provide s the insights that males are more concerned or involved in football matter. Ideally, the high response rate was achieved due to the sampling technique and the ethical considerations put in place. The respondents were encouraged to participate by affirming to them the benefits of taking part in the research, which was further enhanced by the simple and clear design of the questionnaires. Notably, it was expected that each country will have 100 participants; however, there was variation in the response rate of each country. Brazil registered the highest response as 96 out of the expected 100 participated in the research, 52% of which were females while the rest males. Germany also had 88 respondents and females took the lead in response because only 47% of the males filled the questionnaires.

Additionally, South Africa was ranked third in the response rate as 84% of the 100 people completed the research instruments. However, as opposed to Brazil and Germany, the majority of the respondents were male who constituted 63% of the participants. Korea also showed a similar trend because out of the 82 respondents form the country, only 45% were females. The country that was much dominated by the male response was Qatar, where out of the 78 respondents, up to 65% were males. In particular, the overall response rate was high with Brazil registering the highest while Qatar the lowest scores. Markedly, the love and enthusiasm for football seems to be more pronounced in Brazil as compared to the other countries in the study. The figure 2 below provides a summary of the respondents and the response rate from the five countries.

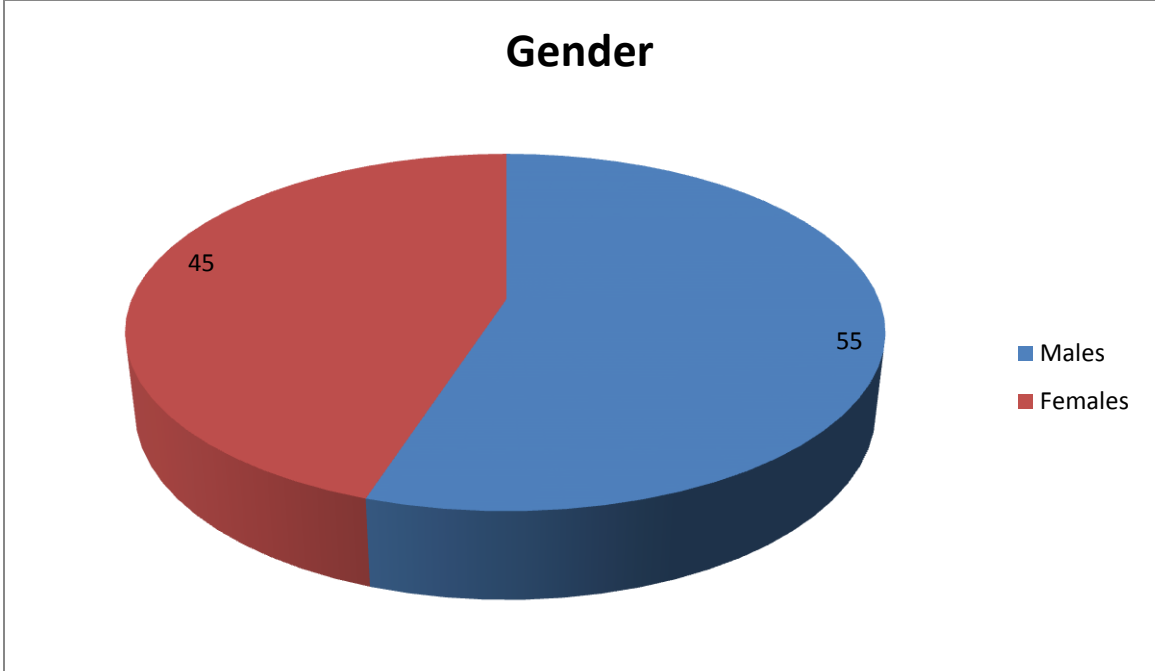


Figure 1: The overall response rate in terms of gender

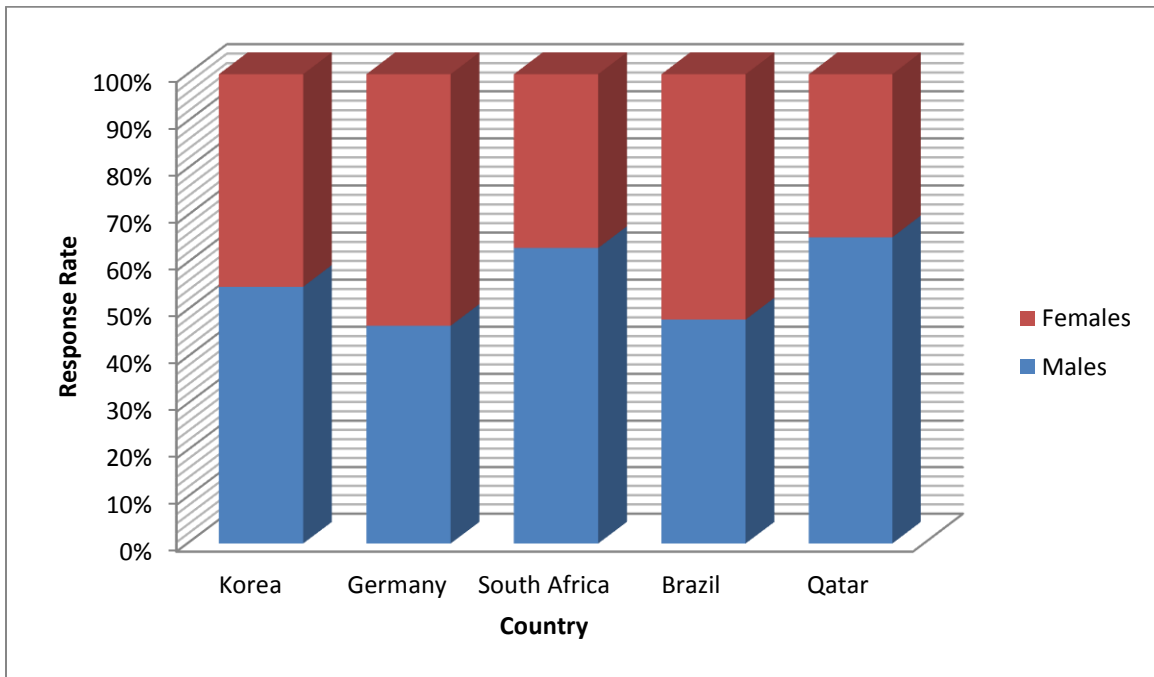


Figure 2: The overall response rates as per the countries

4.2. Projections of the Impacts of World Cup

The essence of understanding the impacts of the world cup is to conduct an estimation or projection of the impacts before the occurrence of the event. It was projected back in 2002 that the world cup games will have a positive impact to the economies of Korea and Japan by adding approximated 9 billion US dollars. In the subsequent world cup in Germany (2006), the projection was even high as additional 3 billion US dollar was expected as compared to the Korean case. However, the figures became much low in 2010 as a projection of 5 billion US dollars was made despite the hype that the world cup was for once coming to Africa. Nevertheless, the project could have been low particularly because of the world's perception on the developing nations, especially in Africa. Many citizens from the developed world still underestimate the economic growth and development of African countries despite the reality that South Africa is even at par with nations like Brazil, which was to host the next world cup. The Brazilian case had the highest projection of 30 billion dollars in addition to creation of 3.63 million jobs and attracting up to 3.7 million tourists into the countries. Figure 3 below provides an illustrative view of the estimated economic benefits of hosting the world cup in countries that have hosted the games.

Undoubtedly, the majority of analysts agree with the argument that hosting a world cup has benefits to a country in terms of economic and national brands. Such notions are what inform the projections as it is asserted that the mega games results in creation of jobs and other income-generating opportunities and improves the revenues from the tourism sector. However, there are cases where negative impacts have been noted; for example, in South Africa there was a reported loss of about 3.9 billion US dollars, which accounted for around \$ 13, 000 for every spectator. Similar metrics have been revealed in the 2014 world cup, where it is estimated that the

performance of the Brazilian economy fell after hosting the games. The Brazil's National Confederation of Industry (CNI) reported the world cup resulted in a loss in the industrial production to a level never recorded before. Additionally, the inventories soared and the utilization capacity reduced up to 68%. Van Holm (2015, p.97) admitted that the expectations in Brazil were not met because of fall in the production capacity and there was no notable improvement in the infrastructural development.

Notably, the 2002 and 2006 world cups produced positive results in the countries as there were improvements in the economy in terms of infrastructure, tourism, job creation, and other income-generating businesses if not to mention the increase in foreign investments. The essence is that the games exposed the Korea/Japan and Germany into the world thus improving their reputations and opening markets for investments. Evidently, the positive outcomes in the two countries informed the subsequent projects, which were also backed by studies. The researchers maintained that there is a value in hosting the games both in the short and long-terms; however, the South African and Brazilian cases showed negative economic impacts in the long run.

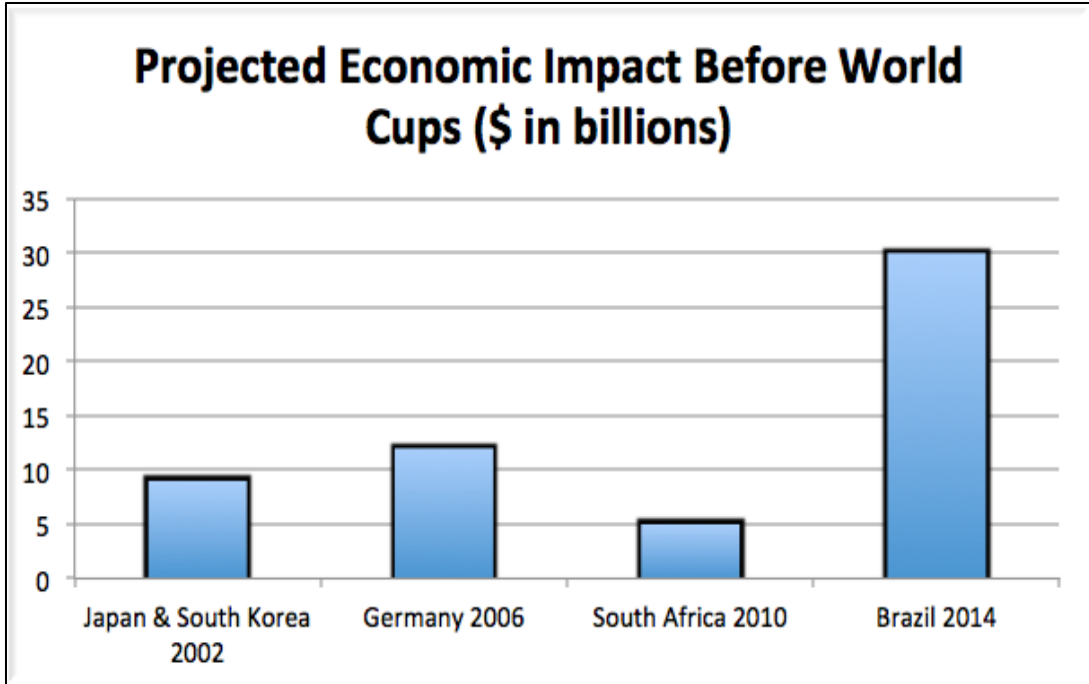


Figure 3: Projected economic impact before world cups (\$ in billions)

Source: (Van Holm, 2015)

4.3. The Cost of Hosting FIFA World Cup

The main cause of the reduction in the economic performance of a country after hosting a world cup directly related to the costs incurred in the preparation process. Markedly, hosting a world cup is an expensive project that countries have to plan for and allocated adequate resources. In fact, in the bidding process, one of the main considerations to qualify as a bidder is the capacity of the country in question to host the game. A case study of Brazil reveals that there are many areas that the hosting country must incur expenses, which consumes millions of US dollars. It was calculated that the highest expense incurred in hosting the Brazilian world cup was the construction, renovation, and maintenances of stadiums for the football games, which cost up to \$ 3,600 million. Construction and repairing of the urban transport networks was the second leading cost, which amounted to \$ 3,400 million. Markedly, there was the need to ensure that the stadiums, hotels, restaurants, and other destinations for the visitors were efficiently accessible. The third highest cost was upgrading of the airports with the target of ensuring efficient take-off and landing of the airplanes carrying the visitors. The port upgrading cost the country around \$ 2,600 million. Another necessity was offering of public safety and security to ensure that the local and the foreign fans were safe and secure consumed a total of about \$ 797 million. Other costs incurred included constructing the port infrastructure, improvement of the telecommunication services, and the tourism infrastructural developments amongst others that amounted to \$ 584 million. In total, hosting the tournament cost around \$ 10.8 billion, out of which 85% of the expenses were sourced from the State and federal budgets. The figure 4 below summarizes the specific expenses in hosting the world cup in Brazil.

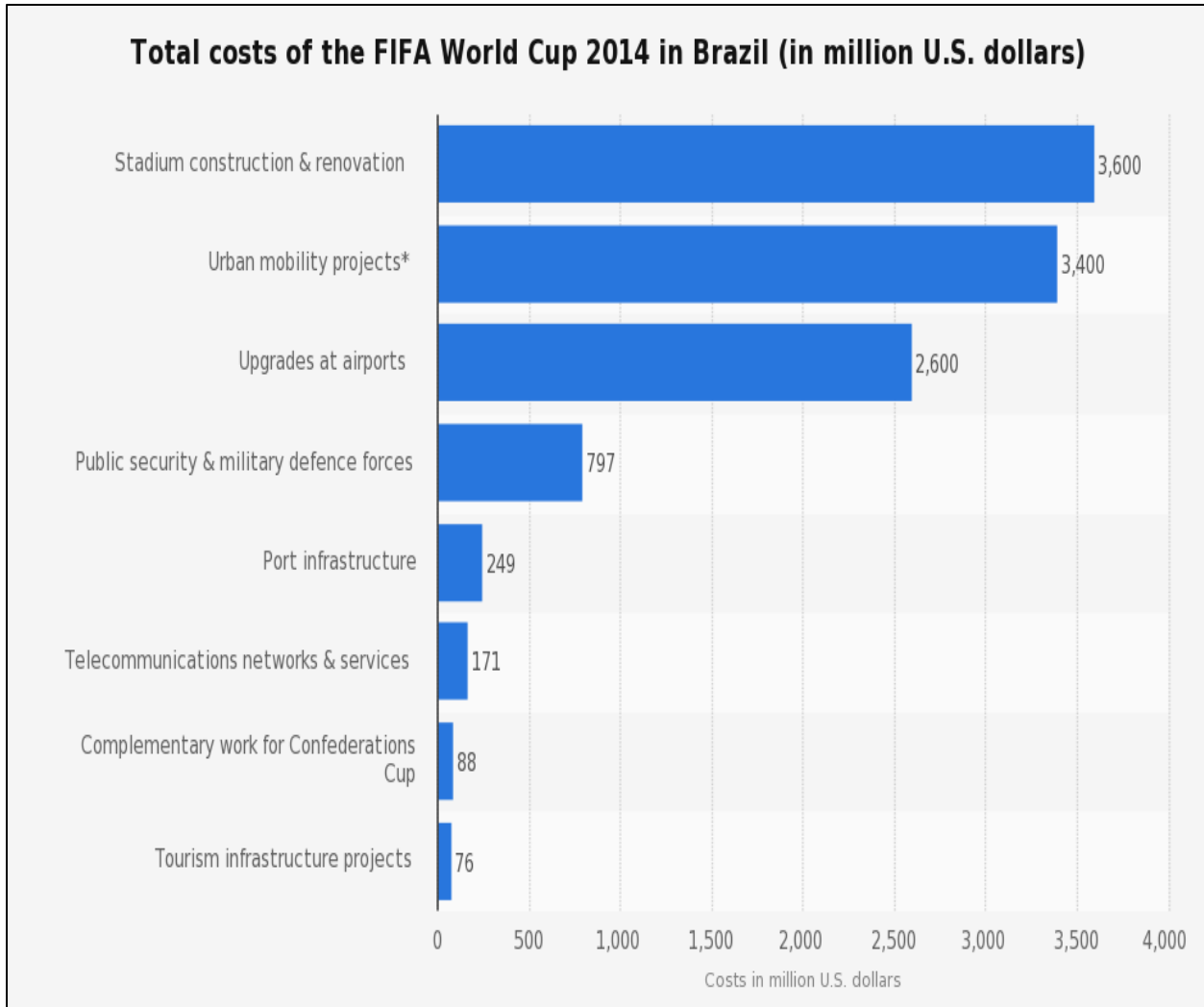


Figure 4: The cost of hosting FIFA world cup, a case study of Brazil

Source: (Van Holm, 2015)

4.4. Historical Comparison of the FIFA World Cups

A comparison of the history of the World Cups shows that different countries have had different experiences with the world cup that justifies the difference in the impacts. For example, the statistics shows that in 2006, Germany used 12 stadiums and 12 host cities for the world cup, South Africa 10 stadiums in 9 cities, Brazil 12 in 12 cities. It is also expected that Qatar will have to build 12 stadiums in 7 cities. The sales of tickets also varied; for example in Germany and South Africa 3.3 and 3.2 million tickets were sold respectively and the projections were that 3.5 million tickets were to be sold in Brazil, and supposed only 2.7 million will be sold in Qatar. The variation in the transport models also varies from countries to countries, for example, it is expected that the 2022 world cup in Qatar will require air, railway, and road transport, which demand new constructions, renovations, and maintenance.



Figure 5: The comparison of FIFA world cups since 2006

Source: (Ramdas et al. 2015) and (McMichael, 2012)

4.5. Hosting World Cup and Country’s Reputation

When the respondents were asked about the influence of hosting the world cup on the image of country, the majority agreed that it enhances the national brand. Korea registered the highest percentage (57%) of those who admitted that hosting the world cup helps in improving the image of a country. However, 29% and 14% of the Koreans said that hosting the world cup harm and has no impact on the national reputation respectively. Forty one percent of the respondents from Germany also agreed that world cup improves the reputation of the country. Nevertheless, out of

the total 88 respondents from the country, 33% and 26% said that world cup harms or has no impacts on the national reputation. There was high hope in South Africa where 46% of the respondents noted that it improves the image of the country while 39% and 25% denied that it harms or has no impacts respectively. However, there was low percentage of those who agreed that hosting a world cup improves the image of a country in Brazil as only 39% agreed while 35% and 26% said that it harms or has no impacts respectively. A similar trend was also noted by the participants from Qatar, where 47% had the opinion that hosting the world cup in 2022 will improve the image of the country despite the 53% who opposed the argument. In sum, 46% of the all the respondents answered that hosting the world cup has a positive impact on the image of a country.

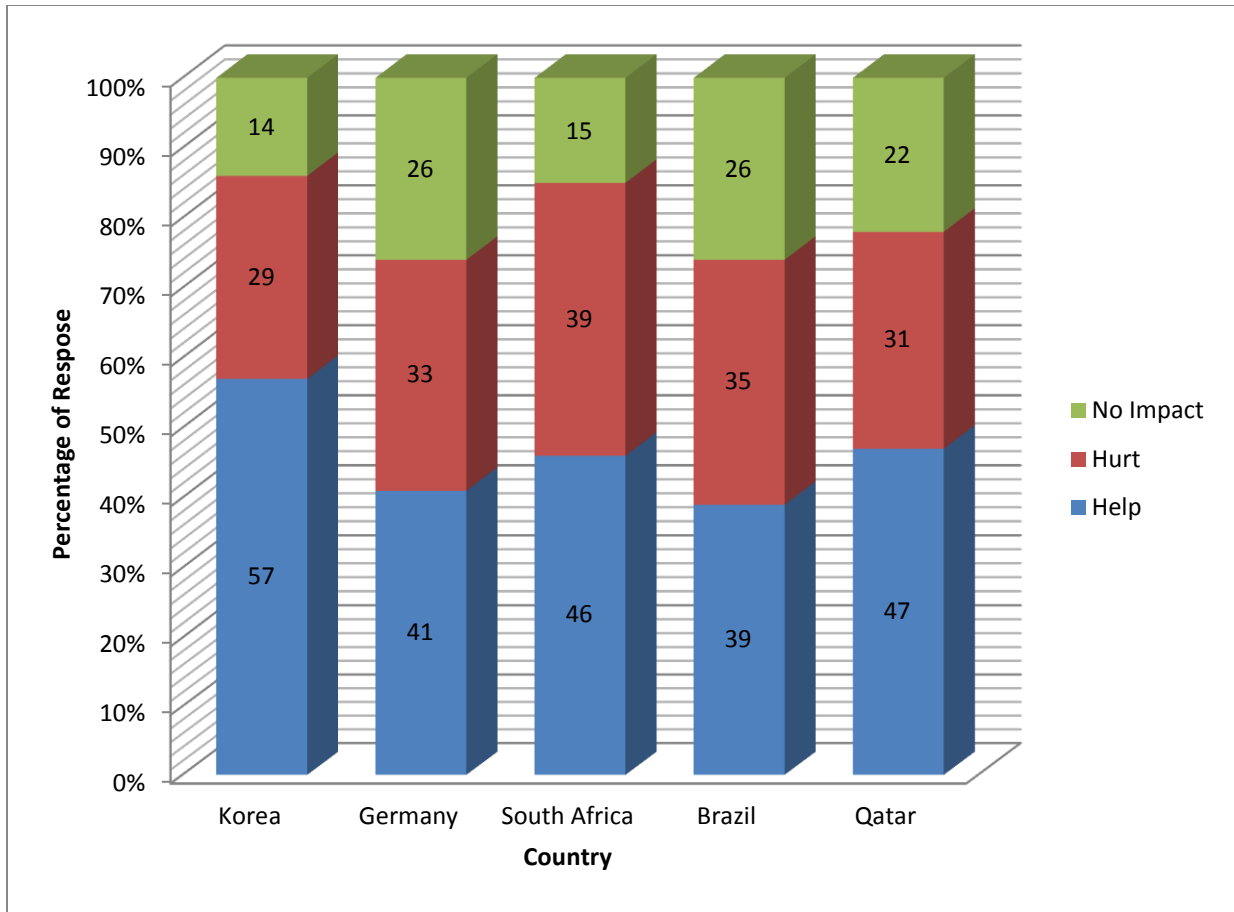


Figure 6: The responses on the influence of hosting world cup on country's reputation

5.0. CONCLUSION

5.1. Analysis

The research received a considerably high response rate noting that up to 85.6% of the expected 500 participants responded to the questionnaires. Markedly, the higher response can be attributed to the proper development of the research instrument and consideration of the ethical and administrative measures in the selection and involvement of the research participants. By designing a simple and precise questionnaire with a logical arrangement of the questions, the participants were encouraged to fill the instruments and submit due before the deadline. The questions were also arranged from the simple to complex once with introduction assuring the respondents about the benefits of participating and affirming their willingness to participation. Sampling people with knowledge, experience, and understanding about the football matters in all the countries of the study also enhanced participation since the experts understood the objectives of the research; thus provided reliable and accurate information confidently. The overall participation based on gender also provided the insights that males are dominating the involvement and occupations relation to football.

Markedly, the projections on the impacts of hosting a FIFA world cup revealed that analysts and economic partners are often optimistic by expecting an improvement in the economic performance. As a matter of fact, the predispositions were proved in Korea/Japan and Germany in 2002 and 2006 respectively when hosting the world cup resulted in an increasing in the economic indicators. The countries had an improved level of tourism, hotel and accommodation industries, infrastructure, entertainment, and financial business transaction if not to mention the increase in the foreign investment. In a nutshell, the two countries receive a positive change in the economy in addition to the creation of new job opportunities. However, the situations were

different in the South African and Brazilian cases where the expectations were not all achieved. Despite the fact that the countries benefitted from direct or indirect investments and revenue including the sales of tickets, jobs and opportunities, direct investments, the boom in the hotel and tourism industries, there was a negative impact in the long run. Estimations stand that the countries had drawbacks their economic performance, which was particularly forged by hosting the world cup. Therefore, despite the positive projections in Qatar, the analysts have acknowledged the possibility of dwindled economy just as in the case of South Africa and Brazil.

The main cause of the reduction in the economic performance of a country after hosting a world cup directly related to the costs incurred in the preparation and hosting of the games. Markedly, hosting a world cup is an expensive project that countries have to plan for and allocated adequate resources. In fact, in the bidding process, one of the main considerations to qualify as a bidder is the capacity of the country in question to host the game. Undoubtedly, the burden of hosting the world cup is often borne mostly by the federal or state governments, who have to construct, renovate, and maintain stadiums and cities where the games will take place. Additionally, to ease transportation, there is a need for notable constructions and maintenance of roads, railways, and ports to and from the countries, stadiums, or cities. Moreover, the urban environments should be improved to impress the visitors through the upgrading of the streetlights, telecommunication services, and the general infrastructure. Other costs incurred include offering public safety and security before, during, and even after the games, which calls for employment and deployment of more police, military, and other security personnel.

Evidently, 46% of the all the respondents answered that hosting the world cup has a positive impact on the image of a country. A country is likely to be known and understood worldwide for hosting a mega game like the world cup particularly by performing well in the competitions.

Additionally, the fan base and their enthusiasm and loyalty towards the national team can draw global attentions. It is also from such games that the behaviors, cultures, and peculiar characters of the fans are noted, which might have a global impact. The essence is that hosting the world cup result in improvement of the country's image in terms of the economy, culture, social, economic, and political issues. It was noted that in all of the countries, the majority of the respondents acknowledged that hosting the world cup has a positive impact on the national reputation.

5.2. Overall Conclusions

The research was about exploring the impacts of hosting the world cup with a specific focus on the Brazil (2014) and Qatar (2022). According to the theories and concepts, the bidding process of hosting the world cup is often very competitive as countries make projections of positive changes in the economy and the national brand. In fact, some cases like the Qatar incident has been mugged will allegations of corruption and bribery, which provides the insights of how nations strive just to host the world cup. It was noted the economic changes happen mostly in the infrastructure, tourism, direct and indirect foreign investments, hotels and accommodation services, and telecommunication amongst others. The study used a mixed method that integrated both quantitative and qualitative studies to provide comprehensive data and analysis. The qualitative approach was mainly conducted through a descriptive case study of the previous world cups in Korea/Japan, Germany, South Africa, and Brazil. Additionally, quantitative data was collected through an online survey where questionnaires were administered to respondents from the four countries including Qatar. The results showed that the world cup has both short and long-term impacts on the economy and the national image; however, positive change is not

guaranteed. For instance, Korea/Japan and Germany registered positive changes in the economy both in the short and long term while South Africa and Brazil just had the short-term improvement in the economy, but in the long-term, the economy reduced. However, the majority of the respondents in all the five countries admitted that hosting the world cup had a positive impact on the reputation and image of their country.

5.3. Limitations of the Study

One of the main limitations of the research was the complexity of the methodology used. Markedly, the mixed method entailed integrating different approaches to collecting data and analysis. Using a mixed method entailed application of different methods of data collection and analysis, which called for more time, resources, and personnel. Additionally, the research included up to five countries; hence, increasing the problem of complexity and need for more resources. The use of purposeful sampling also created some bias since other eligible respondents were denied participation just because they did not have adequate knowledge and experience concerning hosting of the world cup. Also, the non-random sampling reduced the representativeness of the study sample; thus, limiting the generalizability of the findings. The web-based collection of data also created some bias in addition to affecting the response rate as some did not respond or fill the questionnaires. There was a higher probability of non-response and incomplete questionnaires because of the web-based research, particularly in Qatar.

5.4. Opportunities and Recommendations

The research has provided valid insights for exploring the impacts of the world cup on the economy and national image of the hosting countries. However, there are opportunities for the

future studies; for instance, it would be necessary to conduct a comparative analysis of the impacts of the male and female world cups. Additionally, it will be important to explore the impacts on other aspects of a country including the social, cultural, and political issues.

Moreover, there is a need to understand the effects of hosting the mega games in developing and developed nation so that proper planning and contingency measures can be put in place to avoid negative impacts.

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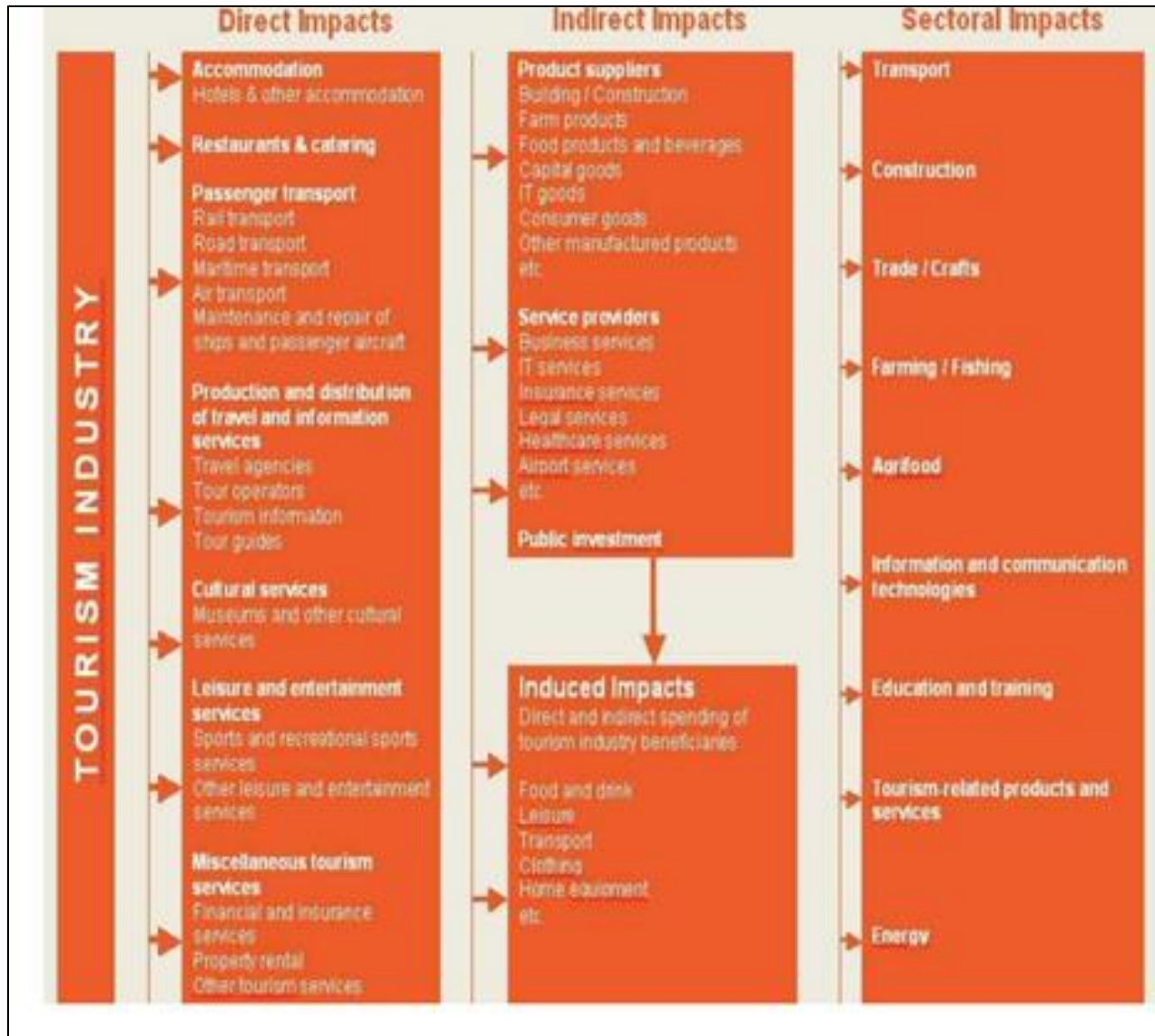
Appendices

Appendix 1: Costs of Constructing Stadiums

Total Costs					
YEAR	COUNTRY	STADIUMS USED	TOTAL STADIUM COSTS	SUI	FCI
1994	United States	9	\$5m	10	\$1
1998	France	10	603	15	95
2002	Japan	10	2,939	9	664
2002	South Korea	10	1,687	4	846
2006	Germany	12	1,905	19	149
2010	South Africa	10	2,120	6	713
2014	Brazil	12	3,609	6	1,088

Source (Henderson, 2014) and (Ramdas et al. 2015)

Appendix 2: Direct, Indirect, and Sectoral Impacts of World Cup on the Tourism Industry



Source: (Van Holm, 2015) and (Bresler, 2011)

Appendix 3: The Questionnaire

Questionnaire No.....

Occupation.....

Nationality.....

Gender

1. Male
2. Female

Age

1. 18-25
2. 28-32
3. 33-39
4. 39-46
5. 47-43
6. >48

SECTION ONE

- a. What is your general opinion on the impacts of hosting a world cup on the economy of a country?
 1. Help
 2. Hurt
 3. No Impacts
- b. Mark the various changes in the economy that happens due to hosting of world cup
 1. Tourism promotion

2. Increased local businesses and opportunities
 3. Job creation
 4. Attracting investors
 5. Infrastructural developments
 6. Others (specify).....
- c. What is the impacts of hosting a world cup on the number of tourist to the country
1. Increase
 2. Decrease
 3. No change
- d. If hosting a world cup increasing the number of tournament, do you think the increase is both in the long-term
1. Yes
 2. No
 3. Don't Know
- e. How does the world cup impact on the local businesses and opportunities
1. Increase
 2. Decrease
 3. No change
- f. Mark some of the local businesses that are particularly impacted on by the world cup
1. Trade
 2. Tourism
 3. Hotel and restaurant
 4. Entertainment

5. Others (specify).....

g. How does hosting the world cup impacts on the foreign investments

1.Increase

2.Decrease

3.No change

h. What are some of the infrastructural developments that cost the cost countries

1. Roads

2. Ports

3. Telecommunication

4. Stadiums

5. Others (specify).....

I. How does hosting the world cup influence the impact on the national reputation of a country

1. Putting the country on the world map

2. Creating new trading partners

3. Building a legacy of sports

4. Forging international recognition

5. Spreading the nation's culture

6. Others (specify).....

SECTION THREE

J. What is your view on how country's reputation is changed by hosting a world cup?

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k. What is your understanding on the changes in the economic sector after hosting a world cup?

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l. What is your understanding on the costs of hosting a world cup

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