

The Impact of the FIFA World Cup Qatar 2022 on the Intention to Visit the Host Country: A Study of a Sample of Algerian Football Fans

تأثير كأس العالم لكرة القدم قطر 2022 على نية زيارة البلد المضيف: دراسة لعينة من مشجعي كرة القدم الجزائريين

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Abstract: This study examines the influence of global sporting events on individuals' travel intentions toward host nations. Specifically, the research focuses on the FIFA World Cup Qatar 2022. The study employed an online survey targeting 135 Algerian respondents who actively follow international football. Data were analyzed using both qualitative and quantitative methods, revealing a significant relationship between engagement with the World Cup and an increased interest in traveling to Qatar.

The findings offer valuable insights for tourism stakeholders and industry leaders, highlighting the potential of leveraging global sporting events to promote tourism destinations. The study concludes that such events play a pivotal role in shaping travel motivations and emphasizes the positive impact of the 2022 FIFA World Cup in boosting Algerian fans' interest in visiting Qatar. These results underscore the strategic importance of incorporating global sports events into tourism planning and destination marketing initiatives..

Keywords: Mega event, Sports , Qatar, intention, visit,2022

ملخص: يظهر هذا البحث تأثير الأحداث الرياضية العالمية على رغبة الأفراد في السفر إلى الدول المستضيفة لأحداث الرياضية الضخمة، حيث ركزت الدراسة تحديداً على كأس العالم لكرة القدم قطر 2022 ، تم الاعتماد على أداة الاستبيان عبر الإنترنت وشمل المسح 135 مستجوب جزائري من متابعي كرة القدم العالمية. وقد تم تحليل النتائج باستخدام أساليب نوعية وأخرى كمية، حيث أظهرت وجود علاقة قوية بين متابعة كأس العالم وزيادة الاهتمام بزيارة قطر. توفر هذه النتائج رؤى مهمة للمسؤولين عن قطاع السياحة وقادة الصناعة، مما يساعدهم على الاستفادة من الأحداث الرياضية في تعزيز الوجهات السياحية، وخلصت الدراسة إلى أن الأحداث الرياضية العالمية تلعب دوراً محورياً في التأثير على نوايا السفر. وأبرزت النتائج التأثير الإيجابي لكأس العالم 2022 على اهتمام المشجعين الجزائريين بزيارة قطر، مما يؤكد أهمية استثمار هذه الأحداث في التخطيط السياحي الاستراتيجي والترويج للوجهات السياحية.

الكلمات المفتاح: الحدث الضخم، الرياضة، قطر، النية، الزيارة، 2022

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I- Introduction :

Global sporting events, especially the FIFA World Cup, are among the largest platforms that bring people together and promote cultural and economic exchange. The 2022 FIFA World Cup in Qatar was a major event in the sports world, attracting a wide global audience. These events significantly influence tourism behaviors, as there is an increased interest in visiting the host country due to the sports and economic appeal they offer.

In this context, Qatar 2022 serves as an intriguing model for examining how major sporting events impact the intention to visit the host country. This research focuses on the impact of the World Cup on the intention of Algerian football fans to visit Qatar, which could be a pivotal issue in tourism promotion and economic development for the host country.

Qatar's tourism industry is undergoing rapid growth, fueled by significant investments in infrastructure and improved governance. This development is part of a broader strategy to diversify the country's economy.

Visitor numbers surged in June 2022, exceeding 145,600, a staggering 499.5% increase compared to the previous year (Qatar Statistics Authority). Saeed Al Hajri, a tourism industry leader, attributes this boom to Doha's emergence as a top tourist destination, known for its excellent infrastructure, world-class hotels, diverse cultural attractions, and convenient travel options.

Al Hajri emphasizes the close connection between this growth and the upcoming FIFA World Cup, which is expected to draw a large international audience. He notes that Qatar has become a global tourist destination, attracting visitors who want to experience its unique culture and attractions. The combination of sports and tourism is becoming increasingly popular, allowing fans and tourists to enjoy both sporting events and cultural experiences.

Hosting major sporting events like the World Cup is crucial for Qatar's economic success, as it generates substantial revenue from visitors and fans. These events are critical for attracting international tourists to the host nation.

Recognizing the growing importance of sporting events in tourism, researchers have been examining their impact on traveler behavior. These studies have explored various aspects, including motivations for attending events, the quality of the surrounding environment, the overall image of the event, and how they influence tourism decisions (Yu, 2010; Pratt & Wai, 2016; Shonk & Packianathan, 2008). Key areas of analysis have included visitor satisfaction, loyalty, intention to visit, repeat visits, word-of-mouth recommendations, and overall impact on tourism.

However, research in the Arab world on the direct relationship between sporting events and individual tourist decisions is limited. Existing studies tend to focus on the broader impact of these events on the tourism sector (Tricky, 2017) or on the image of sponsors or sports clubs (Qutb, Abdel Aziz, & Hossam Suleiman, 2019). These studies often lack empirical evidence, relying heavily on conceptual frameworks.

This research aims to address this gap by investigating the specific impact of major sporting events on tourists' behavioral intentions, particularly their intention to visit the host country. This is crucial for tourism stakeholders and managers who seek to leverage sporting events for destination promotion.

The importance of solutions in this topic lies in the ability of this research to provide practical insights that tourism officials in Qatar can use to improve their strategies. By analyzing the impact of the 2022 World Cup on Algerian fans' intentions to visit Qatar

Although major sporting events like the World Cup contribute to raising awareness about tourism destinations, studies focusing specifically on the impact of the 2022 World Cup on the intention to visit Qatar remain limited, particularly regarding the Algerian audience. The problem lies in the fact that host countries of such major sporting events often lack accurate and reliable studies on how to capitalize on the impact of these events on the tourism industry.

Given these considerations, the study's primary research question is:

RQ: " How significantly did the 2022 Qatar World Cup impact Algerians' interest in visiting Qatar?"

To answer our research question, we reviewed existing studies exploring the impact of major sporting events on tourists' perceptions and decisions. A key study found that the primary motivator for football fans to travel to the FIFA World Cup is the event itself (Andersson, Linnea, & Åsa, 2021). Based on these findings, we propose that sporting events have a positive effect on tourists' desire to visit the host country.

Our study is significant because it investigates how sporting events influence visitor behavior, offering valuable insights for tourism managers and stakeholders. This research aims to identify the factors that motivate people to attend sporting events and how their experiences shape their overall perception of the destination. Understanding these dynamics is crucial for developing effective tourism strategies that integrate sporting events as a powerful marketing tool.

To address our primary research question, we formulated the following hypotheses to be empirically tested:

H1 - Following major sporting events can shape individuals' intentions to travel to the host country.

H2 - The 2022 FIFA World Cup in Qatar contributed to forming future travel intentions among Algerian followers of the event.

The consequences of this issue include the underutilization of tourism marketing opportunities that may arise from global sporting events. Without accurate knowledge of how such events influence travel intentions, tourism authorities may fail to design effective strategies to attract tourists and achieve the desired economic growth. Additionally, the absence of this knowledge may negatively impact the planning of promotional campaigns and the management of tourism resources in the host country.

Based on the references used in various studies related to tourist behavior, travel intentions, and the impact of major sporting events like the World Cup on destination choices, several research gaps can be identified that have not been fully addressed in previous studies.

Many of the studies cited in this research focus on global sporting events such as the World Cup or major sporting tournaments in countries like France (Andersson et al., 2021), Russia, and Qatar (Pratt & Wai, 2016). However, there is a lack of studies that focus specifically on the impact of the World Cup on tourists from specific geographic regions, such as North Africa or Algeria. There is insufficient research exploring how Algerian football fans (or North African fans more generally) may respond and engage with the 2022 World Cup in Qatar as a tourism event, especially considering that fans from these regions might have a stronger cultural connection to such events compared to fans from other regions.

In studies addressing the impact of sports on destination image, like (Andersson et al., 2021), the focus has been on how major sporting events can enhance or change the image of the host country. However, these studies primarily focus on the tourism and marketing aspects, lacking a deeper analysis of how tourism behavior may change for different segments of fans based on their experiences or attitudes toward a sporting event.

Additionally, studies such as (Kotler et al., 2021) and (Shonk & Packianathan, 2008) focus on how travel intentions are used in tourism marketing in the context of sporting events. However, it remains unclear how brands or marketing campaigns can specifically target audiences participating

in particular sports events and how marketing messages can be tailored to suit the characteristics and preferences of these groups.

Focusing on the factors influencing the travel intentions of Algerian football fans could provide a deeper understanding of how the event impacts the personal engagement of specific fan groups, including the psychological and social factors that may be influential, which has not been adequately addressed in previous literature.

Studies like (Sheeran, 2002) and (Morwitz, 2019) have examined the psychological and behavioral factors influencing intentions and behaviors. However, these studies often fail to connect these factors with tourists from specific countries such as Algeria, where economic and social factors may play a significant role in shaping the ability and intention to travel.

When comparing this research to others, it is evident that most studies have focused on the impact of major sporting events on general audiences or in broad geographical contexts like Western countries or other major nations. In contrast, studies focusing on the impact of events like the World Cup in smaller countries or regions, such as Algeria, are noticeably scarce. This presents an opportunity to expand the knowledge base on travel behaviors linked to different cultures and geographical regions.

Focusing on tourists from Algeria or North Africa would be valuable, as studying the impact of the 2022 World Cup on the intention to visit Qatar among Algerian football fans could reveal unique cultural and tourism motivations that differ from other fan groups.

This study is organized into three distinct sections:

- **Section One:** Presents the theoretical framework underlying the research model.
- **Section Two:** Delves into the methodology utilized for conducting the empirical investigation.
- **Section Three:** Presents and interprets the findings derived from the field study.

This research is an important addition to the academic literature on the relationship between global sporting events and tourism, and contributes to advancing the academic understanding of how major events can be used as marketing tools.

II -REVIEW OF LITERATURE :

Sports events involve the gathering of individuals over a specific period at one or multiple locations for a series of matches and competitions. These events are organized by various sporting entities, including governing bodies, educational institutions, federations, organizations, or individuals, who compete under a unified set of rules to determine winners and establish rankings. Essentially, sports events are structured competitions designed to identify the best performers among individuals, groups, or units.

Sports events fulfill a fundamental human need for competition, which is a natural drive for excellence, progress, and enhanced performance, especially in the realm of sports. Competition fosters growth and elevates the technical level of sports activities for individuals and groups alike.

Furthermore, sports events play a significant role in the development of the host country, symbolizing progress and advancement. Successful hosting of such events enhances the international standing of the nation and brings about substantial economic, social, and cultural benefits (Tricky, 2017).

Academic research on tourism events highlights several key characteristics of these events. They are often noted for their ability to attract tourists and stimulate tourism development. These events typically have a limited duration and occur infrequently or only once (Coles, 2018). Furthermore, tourism events are recognized for their potential to raise awareness, enhance the image of the host country, attract media attention, generate significant economic impact, and offer unique experiences, all of which contribute to the international prominence of the host nation (Jones, 2019).

Academic research on tourism events identifies several key characteristics. These events are often characterized by their ability to attract tourists and stimulate tourism development. They typically have a limited duration and occur only once or infrequently.

Moreover, tourism events are recognized for their potential to raise awareness and enhance the image of a region, attracting media attention, generating significant economic impact, and offering unique experiences.

From the public's perspective, the appeal of tourism events lies in their large-scale participation, international recognition, and their contribution to the image and pride of the host region. Public perception often emphasizes the tangible and experiential aspects of events, aligning with academic viewpoints but highlighting the elements that resonate most with general audiences (Gammon, 2020).

From the public's perspective, the appeal of tourism events lies in their large-scale participation, international recognition, and their ability to foster pride in the host region. For the general public, the event's appeal often centers on its tangible and experiential aspects, which directly relate to the memories and experiences participants have during the event (Griffith, 2021).

As for sports events, they involve the gathering of individuals over a specific period at one or more locations for a series of matches and competitions. These events are organized by various sporting bodies, including governing organizations and federations, which conduct the competitions under a unified set of rules (Li, 2022). Essentially, sports events are structured competitions aimed at identifying the best performers among individuals, groups, or teams.

Sports competitions fulfill a fundamental human need for competition, which drives excellence, development, and improved performance, particularly in the realm of sports. Competition fosters growth and elevates the technical level of sporting activities for individuals and groups alike (Harris, 2019). Moreover, sports events play a significant role in the development of the host nation, symbolizing progress and advancement. The successful hosting of such events elevates the country's international standing and brings substantial economic, social, and cultural benefits (Oliver, 2020).

III Mega Sporting Events: Global Platforms for Tourism and Development :

The most prestigious sporting events, including the FIFA World Cup, the Olympic Games, and the Paralympic Games, are characterized by their global reach and immense impact. These large-scale events are distinguished by extensive media coverage, the creation of legendary athletes, the showcasing of host country traditions, and the high quality and capacity of their venues. These features make hosting such events highly competitive among nations due to their significant economic benefits.

The 2022 FIFA World Cup in Qatar is considered one of the most impactful events in recent history. The event achieved record-breaking viewership, with over 5.4 billion views on beIN SPORTS channels across the Middle East and North Africa region (<https://www.beinsports.com/ar>, 2022).

Research has explored the influence of major sporting events on tourists' perceptions and behavior. One experimental study conducted in Sweden found that tourists' perceptions of Russia changed significantly after attending the 2018 FIFA World Cup, demonstrating the power of these events to shape perceptions (Andersson, Linnea, & Åsa, 2021). This study also highlighted the challenges Qatar faces in promoting its image as a tourist destination, suggesting that tourists' perceptions evolve after experiencing the event firsthand. Other studies have shown that sporting events have both direct and indirect effects on tourists' travel decisions, influenced by a range of factors (Newland & Joanne Jung, 2021).

IV -Tourist Behavior: Understanding Travel Decisions :

Consumer behavior is defined as the process of selecting, acquiring, and using goods, services, or ideas to fulfill individual needs and desires. Consumers aim to maximize their benefits while minimizing the effort involved in achieving satisfaction (Kotler, Keller, Manceau, & Hemonnet, 2019). Numerous factors can influence consumer purchasing decisions.

Moutinho highlights the unique characteristics of tourism purchasing, suggesting that it is an investment driven by the pursuit of satisfaction rather than financial gain (Moutinho, 2000). Travel

decisions are often planned over extended periods and are frequently financed through personal savings. Moreover, tourists have become more experienced, adaptable, and demanding, requiring a nuanced understanding of their behavior and intentions.

The study of behavioral intentions in marketing is closely tied to the Theory of Reasoned Action and the Theory of Planned Behavior, both of which posit that intentions are the most reliable predictor of future behavior. These theories emphasize that intentions are influenced by a range of factors, including economic, social, and cultural variables (Ajzen & Driver, 1992).

Behavioral intention is defined as the self-directed plans individuals make to act in a specific way. It can be described as the decisions individuals make to engage in specific actions, often expressed in statements such as "I intend," "I plan to do," or "I will do." From a psychological perspective, behavioral intention represents the motivation to engage in a particular behavior (Sheeran, 2002). Warshaw defines it as the degree to which a person consciously forms plans to engage in or avoid a certain behavior in the future (Morwitz, 2014).

Tourist behavior is a vital area of research, especially when examining travel decisions, as it offers deep insights into consumer choices within the tourism industry. Consumer behavior refers to the cognitive, emotional, and behavioral processes that individuals go through when selecting, acquiring, and using goods and services to meet their personal needs and desires. Consumers strive to maximize benefits while minimizing the effort and cost associated with their decisions, thereby optimizing their satisfaction (Kotler et al., 2021). Several factors influence consumer choices, including psychological, economic, social, and cultural elements.

In the context of tourism, purchasing behavior is characterized by unique traits, which set it apart from other consumption patterns. Moutinho (2000) highlights that tourists' decisions are driven by a search for satisfaction rather than financial gain, and these decisions are often seen as long-term investments in personal well-being and enjoyment. Travel decisions tend to involve extensive planning, often months or even years in advance, and are frequently funded through personal savings rather than immediate disposable income. Furthermore, the modern tourist is increasingly well-informed, experienced, and demanding, requiring businesses to adapt their strategies to meet these evolving expectations (Tse & Goh, 2020).

Theories of behavioral intentions, such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), have been instrumental in understanding and predicting consumer actions, including travel decisions. According to Ajzen (2020), behavioral intentions are the most accurate predictors of actual behavior, influenced by personal attitudes, social norms, and perceived control over the behavior. These theories emphasize that travel intentions are shaped by a combination of economic, social, and cultural factors, highlighting the importance of understanding the motivations behind travel decisions in order to anticipate future behaviors. Behavioral intention, as defined by Sheeran (2002), refers to the conscious plans individuals form to engage in a particular behavior, often expressed in phrases like "I intend to travel" or "I plan to visit a destination."

Psychologically, these intentions reflect an individual's motivation to engage in specific actions, driven by factors such as perceived benefits, previous experiences, and the individual's social context. Research by Morwitz (2019) expands on this concept, noting that a person's behavioral intention often represents a conscious commitment to act in a certain way, whether to engage in or avoid a particular behavior.

Thus, to understand tourist behavior effectively, researchers must consider not only the final travel experience but also the intricate processes involved in planning, decision-making, and the factors influencing tourists' intentions. By examining these psychological, economic, and social dimensions, scholars can predict trends, helping the tourism industry adapt to changing consumer demands and improve its offerings.

V -The Importance of Travel Intentions and Factors Influencing Destination Choice :

Several factors play a critical role in shaping tourists' travel intentions, highlighting the complexity of travel decision-making. For tourism professionals and marketers, it is essential to recognize and analyze these factors to create offerings that resonate with potential visitors. A comprehensive understanding of a tourist's perception of a destination enables the design of compelling marketing strategies that meet the needs and expectations of the target audience (Gnoth, 2020).

Factors influencing travel intentions can be broadly categorized into two types: internal and external. Internal factors refer to personal attributes such as the tourist's personality, motivations, values, and attitudes. These factors are intrinsic and largely revolve around the desires and perceptions of the individual traveler. For instance, some tourists may prioritize relaxation or cultural exploration, while others may seek adventure or social connection (Iso-Ahola, 1982). Understanding these personal motivations is vital for destinations to cater to diverse needs effectively.

Understanding tourists' intentions is crucial for comprehending their destination choices and future travel behaviors. These intentions manifest in various ways, including the desire to visit, revisit, recommend, and speak positively about a destination. This study focuses specifically on the intention to visit, using it as a key indicator to assess the likelihood of a potential tourist traveling to a destination. This measure is particularly relevant for individuals who haven't yet visited the destination in question.

Numerous factors influence tourists' travel intentions, underscoring the need for tourism professionals to thoroughly understand and identify these driving forces. To develop effective marketing strategies, it is essential to grasp tourists' perceptions of a destination and create comprehensive tourism offerings that align with and satisfy their needs and expectations.

Experts in tourist consumer behavior categorize the factors influencing travel decisions into two main types. The first type, internal factors, encompasses the tourist's personality, motivations, and attitudes. These factors focus on the individual's desires and perceptions. The second type, external factors, are associated with the destination itself and contribute to the uniqueness of the travel experience. External factors include climate, entertainment options, travel distance, cost and time considerations, or the opportunity to attend a sporting event that offers a more dynamic and adventurous experience.

Previous research has demonstrated that the primary factor motivating football fans to travel to the FIFA World Cup is the event itself (Andersson, Linnea, & Åsa, 2021). Building on this finding, this study proposes the following hypothesis: Sporting events positively influence the intention to visit the host country.

Understanding tourists' intentions is paramount for comprehending their destination choices and future travel behaviors. These intentions manifest in various ways, including the desire to visit, revisit, recommend, and speak positively about a destination. This study delves into the intention to visit, a key indicator of the likelihood of a potential tourist traveling to a destination, particularly for those who have yet to experience it.

Numerous factors influence tourists' travel intentions, making it imperative for tourism professionals to identify and understand these driving forces. By grasping tourists' perceptions of a destination and tailoring tourism offerings to align with their needs and expectations, effective marketing strategies can be developed.

Experts in tourist consumer behavior categorize the factors influencing travel decisions into two main types: internal and external. Internal factors, such as personality, motivations, and attitudes, are rooted in the individual's desires and perceptions. External factors, on the other hand, are associated with the destination itself and contribute to the uniqueness of the travel experience. These factors include climate, entertainment options, travel distance, cost and time considerations, or the opportunity to attend a sporting event that offers a more dynamic and adventurous experience.

Previous research has highlighted the significant role of sporting events in motivating travel. For instance, Andersson, Linnea, & Åsa (2021) found that the event itself was the primary factor driving football fans to attend the FIFA World Cup

The significance of understanding tourists' travel intentions lies in its ability to predict and explain their destination choices and future travel behaviors. Travel intentions manifest in several ways, such as the desire to visit, revisit, recommend, and share positive feedback about a destination. These intentions are crucial indicators for forecasting tourism demand, especially for those who have not yet experienced a destination. By assessing the likelihood that a potential tourist will visit a destination, tourism professionals can develop tailored strategies to attract and engage travelers effectively.

External factors, on the other hand, are related to the destination itself and contribute to the unique experience it offers. These factors include the climate, local attractions, entertainment options, accessibility, travel costs, and time considerations. For instance, a destination's climate can significantly influence a tourist's decision to visit, particularly for those seeking specific weather conditions, such as sun for a beach holiday or snow for winter sports (Li et al., 2021). Additionally, attending sporting events or experiencing local festivals can be strong external motivators for travel, as these events provide unique and dynamic experiences that might not be available elsewhere (Andersson, Linnea, & Åsa, 2021).

For example, the FIFA World Cup has been shown to be a major factor motivating football fans to travel to the host country (Andersson et al., 2021). The excitement surrounding such events, combined with the opportunity to engage in collective social experiences, plays a significant role in shaping tourists' intentions to visit. This research builds on these insights by hypothesizing that sporting events positively influence the intention to visit the host destination. The attraction of such events is not only about the competition itself but also the immersive experience and the chance to interact with like-minded individuals.

In summary, understanding the complexities of travel intentions and the factors that shape them is essential for effectively predicting and influencing tourists' destination choices. By examining both internal and external motivators, tourism professionals can craft strategies that enhance destination appeal and drive higher visitation rates, ensuring the sustainable growth of the tourism sector.

VI - Tripographic variables :

Independent Variable:

The FIFA World Cup Qatar 2022 (or more specifically, participation in or exposure to the FIFA World Cup Qatar 2022 event). This variable represents the primary event whose impact is being studied. This could include factors like media coverage, match participation, and cultural exposure associated with the World Cup.

Dependent Variable:

Intention to Visit the Host Country (Qatar): This refers to the likelihood or intention of Algerian football fans to visit Qatar after being exposed to the FIFA World Cup Qatar 2022. This could be measured by survey responses indicating interest, desire, or intent to visit Qatar for tourism purposes.

The primary relationship under investigation is whether participation in or exposure to the FIFA World Cup event influences the intention of Algerian football fans to visit Qatar.

VII - Objectives of study :

The primary objective of this research is to evaluate Algerian football fans' assessments of the 2022 FIFA World Cup hosted by Qatar and to examine the degree to which this event influenced their intentions to visit Qatar in the future.

The significance of our study lies in its potential to illuminate the impact of sporting events on tourist behavior. By gaining a deeper understanding of this relationship, tourism managers and destination marketers can effectively utilize sporting events as a tool to promote tourism

destinations. Furthermore, incorporating sporting events into the tourism marketing mix is recognized as a vital component of developing comprehensive tourism strategies.

VIII- RESEARCH METHODOLOGY :

To achieve the research objectives and test the main hypothesis, a comprehensive field study methodology was employed. This involved collecting data from a sample of study participants through a questionnaire. The data collected included participants' evaluations, opinions, and future intentions. The data was analyzed using various statistical methods, including mean and linear regression, to determine the impact of the sporting event on the intention to visit the host country. Additionally, a descriptive analysis was conducted to clarify the characteristics of the phenomenon and the relationships between the various influencing factors.

IX -Data collection tool :

To collect data for this study, a structured questionnaire was developed, consisting of two main sections. The first section, comprising 13 items, focused on measuring respondents' perceptions of the FIFA World Cup Qatar 2022 event. The second section, consisting of 6 items, assessed respondents' behavioral intentions. Additionally, the questionnaire gathered demographic information, including age, gender, and educational level, to provide a profile of the study participants.

A five-point Likert scale, ranging from "completely disagree" to "completely agree," was employed to measure both the sports event variables and the behavioral intention variables. Before finalizing the questionnaire, it was reviewed by experts in the field to ensure accuracy and refine its focus on the relevant study variables.

Following the design and evaluation process, the questionnaire was distributed electronically through the Google Forms platform. A total of 135 respondents participated in the survey.

X-Data Analysis:

A 10-day online survey was conducted on Facebook in late December 2022, yielding 135 responses. The data was analyzed to test the research hypotheses.

X- I- Descriptive Analysis:

We start by examining the demographic profile of the respondents

Table(1) :Distribution of the Study Sample According to Demographic Variables

Demographic Variable	Category	Frequency	Percentage
Gender	Male	54	40.0%
	Female	81	60.0%
	Total	135	100.0%
Age	20s	78	57.8%
	30s	34	25.2%
	40s	21	15.6%
	50s	1	0.7%
	60s and over	1	0.7%
Academic Level	Secondary	22	16.3%
	University	113	83.7%
	Total	135	100.0%

Source: SPSS output

Table 1 presents a detailed overview of the demographic characteristics of the 135 respondents included in the study. The gender distribution exhibits a notable skew, with females comprising 60% of the sample compared to 40% males. This disparity could potentially influence the study's results and interpretations, as gender differences may impact responses and perceptions.

The age distribution reveals a pronounced concentration of respondents in their thirties (57.8%), followed by those in their twenties (25.2%). The representation of older age groups, such as those in their fifties and sixties, is minimal (0.7% each). This age skew suggests a predominance of younger adults, which may limit the generalizability of the findings to older demographics.

In terms of educational attainment, a substantial majority of respondents (83.7%) possess a university degree, while 16.3% have only a secondary education. This high level of education among participants could potentially influence the study's outcomes, as respondents with higher

education may hold different perspectives and insights compared to those with less formal education.

Overall, the demographic profile of the sample reveals a predominance of younger, highly educated, female respondents. These characteristics should be carefully considered when interpreting the study's findings and assessing their broader applicability.

The following section presents an academic-style analysis of the results to assess the structural validity of the study's dimensions.

X-II- Assessing the Structural Validity of the Study's Dimensions :

To evaluate the internal consistency of the questionnaire items, Cronbach's alpha coefficient was employed. This widely recognized measure of reliability indicates the extent to which items within a questionnaire consistently measure the underlying constructs. A higher Cronbach's alpha value suggests greater internal consistency, indicating that the items are more reliably measuring the intended concepts.

The results of this analysis are presented in the following table, which provides the Cronbach's alpha values for each dimension of the study. These values are crucial for assessing the structural validity of the study's dimensions, ensuring that the questionnaire items work together effectively to measure the intended constructs.

Table (2): Reliability Assessment using Cronbach's Alpha

Number of Questions	Cronbach's Alpha Coefficient
19	0.884

Source: Prepared by the researcher using spss output

Table 2 presents the reliability assessment of the questionnaire using Cronbach's alpha coefficient. The coefficient value of 0.884 indicates a high level of internal consistency among the 19 items included in the questionnaire. This suggests that the items are strongly related and collectively measure the underlying constructs effectively. A Cronbach's alpha value above 0.80 is generally considered excellent, confirming the reliability of the data collected through the questionnaire. This high level of reliability strengthens confidence in the questionnaire's ability to consistently capture the intended dimensions of the study.

X-III- Calculating Weighted Averages for Study Items :

Table (3): Descriptive Analysis of Study Statements

items	Weighted average	standard deviation	direction
The first axis: Following up on the Qatar 2022 World Cup			
1. I like to visit countries for tourism	4.54	0.65	
2. I spent a vacation outside the country	3.29	1.20	Totally agree neutral
3. I am interested in visiting countries that organize sporting events	4.00	0.88 0.98	OK
4. Make sure to follow football sporting events	3.91	1.06	OK
5. I closely follow the World Cup matches	3.85	0.85	OK

6. I followed the 2022 World Cup matches	4.27	0.97	Totally agree
7. I was keen to follow the 2022 World Cup because it was organized in an Arab country	4.19		OK
8. I followed the analyzes and comments about the organization of the 2022 World Cup	3.65	1.03	OK
9. I participated in comments and discussions about the 2022 World Cup	3.41	1.02	Totally agree
10. Organizing the World Cup in an Arab country made me happy	4.66	0.73	Totally agree
11. Proud that an Arab country is organizing the FIFA World Cup	4.70	0.68	Totally agree
12. Qatar succeeded in organizing the Football World Cup	4.72	0.66	Totally agree
13. I became familiar with Qatar through its organization of the 2022 World Cup	3.81	1.24	OK
The total of the first axis	4.081	0.558	OK

Source: Prepared by the researcher using spss output

Table 3 presents a comprehensive descriptive analysis of participant responses related to the first axis of the study, which focuses on their engagement with and perceptions of the Qatar 2022 World Cup. The weighted averages and standard deviations for each item reflect varying levels of agreement and diversity of opinion among respondents.

The item "Proud that an Arab country is organizing the FIFA World Cup" received the highest weighted average (4.72), indicating strong agreement and a high level of national pride among respondents. Similarly, the items "Organizing the World Cup in an Arab country made me happy" and "I participated in comments and discussions about the 2022 World Cup" also received high weighted averages (4.70 and 4.66, respectively), suggesting a positive reception and active engagement with the event.

In contrast, items such as "I followed the analyses and comments about the organization of the 2022 World Cup" and "I was keen to follow the 2022 World Cup because it was organized in an Arab country" received lower average scores (3.41 and 3.65, respectively), indicating less enthusiasm or interest in these aspects.

The standard deviations range from 0.55 to 1.24, indicating variability in responses. Higher standard deviations suggest more diverse opinions among participants. The overall weighted average for the first axis is 4.081, reflecting a generally positive sentiment towards the Qatar 2022 World Cup and its organization. This analysis provides valuable insights into participant attitudes and engagement with the World Cup, highlighting areas of strong approval and aspects with more varied opinions.

Table (4) : Descriptive Analysis of Study Statements

Items	Weighted average	standard deviation	direction
the second axis: the intention to visit the country organizing a sporting event			

1. I hope to visit Qatar in the future	4.63	0.66	Totally agree
2. I think that the State of Qatar is suitable for a visit	4.54	0.69	Totally agree
3. Following the Qatar World Cup motivated me to intend to visit Qatar in the future	4.43	0.90	Totally agree
4. I learned more about Qatar through its organization of the 2022 World Cup	4.25	0.95	Totally agree
5. Qatar is considered a tourist destination par excellence	4.40	0.81	Totally agree
6. Qatar has attractive elements that make it a suitable tourist destination	4.40	0.82	Totally agree
Total second axis	4.43	0.61	Totally agree

Source: SPSS Output

Table 4 presents a descriptive analysis of participant responses related to the study's second axis, which examines their perceptions of Qatar as a tourist destination following the 2022 World Cup. The weighted averages for all items in this axis are significantly high, indicating strong agreement among respondents.

The item "I certainly hope to visit Qatar in the future" received the highest weighted average (4.63), reflecting a strong aspiration among respondents to visit Qatar. This sentiment is closely aligned with responses to "I think that the State of Qatar is suitable for a visit" (4.54) and "Following the Qatar World Cup motivated me to intend to visit Qatar in the future" (4.43), suggesting a positive influence of the World Cup on travel intentions.

The items "I learned more about Qatar through its organization of the 2022 World Cup" and "Qatar is considered a tourist destination par excellence" also received high weighted averages (4.25 and 4.40, respectively), suggesting that the World Cup significantly enhanced respondents' knowledge and perception of Qatar as a premier tourist destination.

The overall weighted average for the second axis is 4.43, with a standard deviation of 0.61. This reinforces the strong positive reception of Qatar's appeal as a tourist destination and indicates relatively low variability in responses. The low standard deviations across the items further suggest a consensus among respondents regarding the attractiveness and suitability of Qatar for tourism.

Overall, the high weighted averages and low standard deviations underscore the effectiveness of the 2022 World Cup in enhancing Qatar's image as a desirable travel destination and motivating future visits.

X-IV-Examining the Relationship Between Study Variables :

To investigate the relationship between the study variables, correlation and regression analyses will be employed. These statistical techniques help to determine the nature of the relationship between variables and allow for predictions of one variable based on the values of other variables.

X-IV-I-Correlation Analysis

Correlation analysis assesses the strength and direction of the linear relationship between two variables. This section explores the relationship between following the Qatar 2022 World Cup and the intention to visit Qatar.

The null hypothesis (H_0) states that there is no significant correlation between following the World Cup and the intention to visit Qatar. This suggests that any observed relationship is due to chance. The alternative hypothesis (H_1) proposes that there is a significant correlation between these variables, indicating a meaningful relationship where increased engagement with the World Cup is associated with a higher intention to visit Qatar.

The results of the correlation analysis will reveal whether following the World Cup is positively, negatively, or not significantly related to the intention to visit Qatar. This information will inform further analyses and potential interventions.

Table (5) : Correlation matrix

Correlations			
Intention revisite	Corrélation de Pearson	1	,552**
	Sig. (bilatérale)		,000
	N	135	135
Event sport	Corrélation de Pearson	,552**	1
	Sig. (bilatérale)	,000	
	N	135	135
**. The correlation is significant at the 0.01 level (two-tailed).			

Source: SPSS Output

The correlation analysis results indicate a significant positive relationship between following the Qatar 2022 World Cup and the intention to visit the host country. The Pearson correlation coefficient, $r = 0.552$, suggests a moderate to strong direct correlation between these variables. This relationship is statistically significant at the 0.01 level, indicating that as engagement with the World Cup increases, the intention to visit Qatar also increases.

These findings support the acceptance of the alternative hypothesis (H_1), which posits a significant positive relationship between following the World Cup and the intention to visit Qatar. Consequently, the null hypothesis (H_0), which asserts no significant correlation, is rejected. This outcome underscores that increased interest and engagement with the World Cup are associated with a higher likelihood of intending to visit Qatar, reflecting the event's influence on travel intentions.

X-IV-II- Simple Regression Analysis: Examining the Influence of World Cup Engagement :

To further explore the relationship between following the Qatar 2022 World Cup and the intention to visit the host country, a simple regression analysis is conducted. This analysis aims to determine whether following the World Cup has a statistically significant influence on individuals' travel intentions.

The null hypothesis (H_0) states that there is no statistically significant influence ($p > 0.05$) between following the World Cup and the intention to visit Qatar. This suggests that any observed relationship is due to random variation, not a causal effect. The alternative hypothesis (H_1) proposes that there is a statistically significant influence ($p \leq 0.05$), indicating that increased engagement with the World Cup influences individuals' decisions to visit Qatar.

The regression analysis will provide insights into the strength and significance of this potential influence. Specifically, the analysis will determine whether following the World Cup can be considered a significant predictor of the intention to visit Qatar based on the statistical significance level of 0.05. This will help us understand the impact of major international events on travel intentions and provide valuable information for developing effective tourism promotion strategies

Table (6) : Simple regression between the study variables

Contrast inflation factor	Indication T	t value	beta	Indication F	F value	R	R ²
1	0	7.636	0.552	0.000	58.307	0.305	0.552

Source: spss output

Regression Analysis of Intention to Visit Qatar

To examine the relationship between following the Qatar 2022 World Cup and the intention to visit Qatar, a simple regression analysis was performed. Intention to visit Qatar was treated as the dependent variable, while following the World Cup was the independent variable.

Model Significance and Fit:

The regression model is statistically significant, as indicated by an F-value of 58.307 with a p-value of 0.000 ($p < 0.01$). This confirms that the model provides a significant explanation of the variation in the intention to visit Qatar.

Explained Variance:

The coefficient of determination (R^2) is 0.305, suggesting that approximately 30.5% of the variation in the intention to visit Qatar can be explained by following the World Cup. This indicates a moderate level of explanatory power for the model.

Beta Coefficient:

The beta coefficient for "following the Qatar World Cup" is 0.552 and is statistically significant. This indicates that for each one-unit increase in following the World Cup, there is a corresponding increase of 0.552 units in the intention to visit Qatar. The significance of this beta coefficient is further supported by the corresponding t-value and its p-value.

Multicollinearity:

The multicollinearity test results show a variance inflation factor (VIF) of 1, well below the threshold of 3. This indicates that there is no multicollinearity problem in the model, confirming that the variables are linearly related and not excessively correlated with each other.

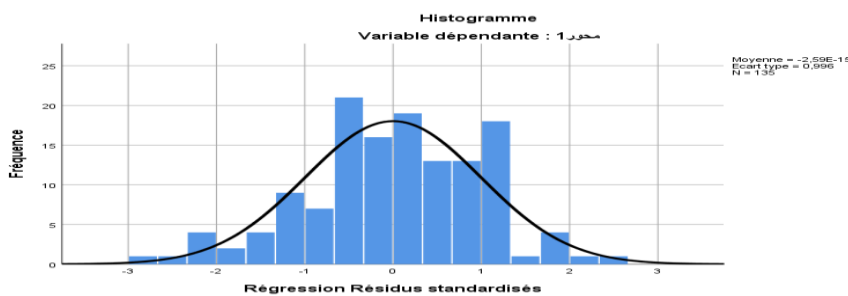
Regression Equation:

The regression equation derived from the analysis is:

intention to Visit the Country for the Sporting Event = 0.552 * Following the 2022 Qatar World Cup + Prediction Error

This equation represents the relationship between following the Qatar World Cup and the intention to visit Qatar, providing a predictive model for understanding how World Cup engagement influences travel intentions.

Overall, the results indicate a significant and positive relationship between following the Qatar World Cup and the intention to visit Qatar. The model effectively explains a substantial portion of the variation in the intention to visit.



Source: spss output

The normal distribution of the data, as depicted in Figure 1, is essential for ensuring the validity of the regression analysis conducted previously.

XI -DISCUSSION AND CONCLUSION :

This study demonstrates that following the Qatar World Cup significantly influenced the intention to visit the host country among the study's participants. A majority of respondents expressed a heightened interest in visiting Qatar following their engagement with this major sporting event. This aligns with the economic objective of such events, which is to attract new tourists and stimulate tourism growth in the host nation.

The study sample consisted of 135 respondents from Blida, Algeria, whose responses were collected through an online questionnaire distributed via Facebook in late 2022, following the conclusion of the Qatar World Cup. While most respondents followed the event, they had not previously visited Qatar. Despite this, there was notable pride in Qatar's achievement of hosting the first major sporting event of this scale in an Arab country. The event also significantly raised awareness of Qatar, fulfilling one of the primary objectives of hosting such large-scale events.

Furthermore, responses to the survey's second axis revealed a general consensus that Qatar is perceived as a suitable tourist destination, with the World Cup acting as a catalyst for increased

travel intentions. Qatar's successful hosting of the World Cup has thus contributed to its positive image as a desirable travel destination.

This study, to the best of the researchers' knowledge, represents the first investigation into the impact of the Qatar 2022 World Cup on travel intentions at an Arab level. It builds upon previous research examining the effects of major sporting events on tourist satisfaction, destination image, and public perception. Unlike prior studies that focused on event attendees, this research specifically targeted individuals who followed the event remotely, providing unique insights into the broader influence of such events on potential visitors.

Based on the study findings, the following conclusions and recommendations can be drawn:

1. Successful Hosting of the World Cup in Qatar: The study demonstrates Qatar's successful organization of the World Cup as the first Arab country to host such a major event, as evidenced by the positive feedback from participants.

2. Enhanced Interest in Visiting Qatar: The study participants, along with a broader audience of Algerian and global fans, actively engaged with the 2022 World Cup, sharing analyses, comments, and media. This engagement has generated heightened interest in visiting Qatar.

3. Tourism Goals of Sporting Events: A primary goal of hosting major sporting events is to attract new tourists. The study indicates an intention to visit Qatar, contingent upon the attractiveness and affordability of tourism offerings. This presents a challenge for Qatar, given perceptions of high service costs.

4. Tailored Tourism Offerings for Algerian Tourists: The study highlights the need for tourism agencies to adapt offerings and services to meet the specific expectations and financial capabilities of Algerian tourists.

5. Long-Term Benefits of Hosting Major Events: Major sporting events benefit host countries by attracting new visitors. Future data will likely reflect these benefits for Qatar, particularly in terms of increased tourism.

Suggestions:

To capitalize on the findings of this study and further enhance tourism in Qatar, the following recommendations are suggested:

1. Targeted Tourism Packages for Algerian Tourists: To attract Algerian tourists, Qatar should develop tailored tourism packages that include suitable offers and services. Collaborative efforts with Algerian tourism agencies could enhance promotional efforts and reach a broader audience.

2. Direct Flight Connections: Establishing direct airline routes between Algeria and Qatar, potentially through partnerships with Algerian Airlines, could facilitate travel for Algerian tourists and the existing Algerian community in Qatar.

3. Meeting Tourist Expectations: Ensuring that Algerian tourists find what they expect in Qatar is crucial for promoting future visits. Tourism offerings should meet or exceed the goals and expectations set by potential visitors.

4. Encouraging Arab Participation in Sporting Events: Other influential Arab countries should consider bidding to host major sporting events, drawing upon Qatar's experience as a model for achieving economic, social, and cultural benefits, and boosting tourism.

XII- Future Research Directions :

To build upon the insights gained from this study and further advance understanding of the relationship between tourism and major sporting events, future research should explore the following areas:

- 1. Influence on Public Discourse:** Investigate how following major sporting events, such as the Qatar World Cup 2022, influences public discourse and shapes public opinion.
- 2. Impact on Destination Perception:** Examine how major sporting events affect perceptions of the tourist destination, both among potential visitors and residents.
- 3. Sporting Events as Tourist Attractions:** Explore how major sporting events themselves serve as tourist attractions, drawing visitors who are interested in both the sport and the destination.

4. **Comprehensive Impact Assessment:** Study the multifaceted impacts and relationships of major sporting events on both the host country and its visitors, considering the periods before, during, and after the event.

The results of the study cannot be generalized due to the limited sample of Algerian participants. Cultural differences between countries, particularly in terms of lifestyle, interests, and economic levels, require further analysis. Comparative studies across cultures and even subcultures within the same country are recommended to examine the effects of events on various behavioral outcomes. Furthermore, this study was conducted on a small sample, whereas larger-scale studies involving thousands of participants could be conducted, considering the significant interest in football within Algerian society. Expanding the sample size would better represent the target population, leading to more realistic and accurate results..

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