

Sports Marketing Approach to Tourism Activation and Sustainability Qatar World Cup 2022 Experience as a Model

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Abstract:

This research aims to address sports marketing and study it as one of the approaches that can be relied upon to activate and sustain tourism, by referring to the experience of the Qatar World Cup 2022.

The most important results reached were that the relationship between sports and the economy has become inseparable from the development of sports marketing and the growth of its field. The sports economy has become one of the criteria for the development of countries that have begun to compete in hosting various sports events through studied and modern marketing strategies. One of the most important effects of sports marketing on tourism is the significant development of sports tourism. Tourism is considered the primary beneficiary of the 2022 World Cup events in Qatar, as Qatar witnessed a large tourist wave during and after the World Cup events.

Keywords: Sports Marketing; Tourism; Qatar World Cup 2022.

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1. INTRODUCTION

Developing sports is one of the primary goals pursued by both developed and developing countries. It serves as a fundamental resource for preparing and developing their capabilities to interact with contemporary challenges and local, regional, global, scientific, technological, political, economic, social, and cultural variables. It also plays a role in achieving comprehensive and sustainable development in all fields for progress and prosperity in the sports sector. In light of the above, this research paper aims to address the following issue : **How does sports marketing contribute to activating tourism and achieving its sustainability ?**

The issue raised leads to the following questions :

- What are the justifications for the move towards sports marketing ?
- What are the economic dimensions of sports marketing ?
- How did the experience of the Qatar 2022 World Cup contribute to the sustainability of its tourism ?

Hypotheses: To complete this work, we start with the following hypotheses: Sports marketing derives its importance from the fact that it is an activity that combines two important fields; Investment in the sports field constitutes an economic resource; The experience of the Qatar 2022 World Cup is significant in the development of tourism in Qatar.

Objective: The goal of this study is to link two important fields, sports and tourism, by highlighting the economic importance of sports investment and studying the importance of sports marketing in developing and sustaining tourism.

Methodology: The descriptive analytical method was used to define and study the problem.

2. The Concept of Sports Marketing

2.1 Sports:

Sport is the performance of a physical effort or the practice of a specific skill governed by a set of rules and steps, with the goal of achieving excellence, enjoyment, entertainment, skill development, and competition. Sports also add a distinct physical beauty to its practitioners and include

many exercises and skills, such as yoga, gymnastics, horseback riding, swimming, walking, running, bodybuilding, long and short jumps, football, basketball, and more. It is undeniable that sports have a vast number of benefits for individual health. Sports are also considered a form of entertainment, or in other words, a physical activity accompanied by fun and enjoyment. It is defined as a skill practiced according to agreed-upon sports rules, as a hobby, for entertainment, competition, or for the development of physical skills and self-confidence. The types, rules, and goals of sports vary from one place to another. Sports clubs, as defined by the Sports Law No. 71 of 2017, are sporting entities formed by a group of natural or legal persons, equipped with buildings, stadiums, and facilities to promote sports practice. The competent administrative authority is the entity responsible for overseeing the sports entities within its jurisdiction in all financial and administrative aspects. (MOHAMED Ahmed Mansour, 2021, p. 08)

Sports have become managed by an industrial system, and the term "sports industry" has become widely used. Giant companies have entered the world of sports to open new markets that were previously unavailable. Sports have become an attractive subject for promotion and marketing, and sports stars now lead commercial advertisements. The concepts of sports sponsorship, sports marketing, and sports funding have emerged. (Ibrahim Ali Saleh Ghrab & Ben Qanab Al-Hajj, Sports Marketing Strategies and Their Impact on Developing the Performance of Sports Institutions: The Case of Yemeni Sports Federations, Issue 15, Part 1, June 2018, p. 37)

2.2 Marketing:

The general definitions of the term "marketing" indicate that its essence lies in achieving harmony between individuals' needs and desires and the values of the products directed at the market. This harmony is achieved through various general administrative activities and specifically marketing activities. Among the most important definitions of marketing, we mention : It is an administrative philosophy adopted by institutions and entities with different orientations to meet the needs and aspirations of

current and prospective customers through the coordination of a set of efforts and activities. (Raouf Shbaik, March 2009, p. 09); Philip Kotler defines marketing as "an economic and social activity aimed at satisfying needs and desires by offering goods and services for exchange." Here, Kotler emphasized in his definition of marketing the creation of value for the consumer and extracting profitable value in the form of sales, profits, and long-term equity. (Noura Slimani, 2020-2021, p. 04)

2.3 Sports Marketing :

Sports marketing is one of the methods and strategies that help manage sports activities, face the material and non-material challenges that sports institutions may encounter, and assist them in seizing opportunities that contribute to their development and achievement of their goals. Sports marketing originated in the United States in 1870, when cigarette manufacturing companies began using pictures of famous baseball players to promote their products for money. Undoubtedly, sports marketing is essential for the development of the sports field, as achieving success in sports business requires innovation and excellence. Countries, federations, clubs, and media outlets seek to achieve maximum value from the sports industry by focusing on the market, client orientation, coordinated marketing, and profitability. Examples of sports marketing include Reebok promoted its product and the 1992 Summer Olympics by creating a fictional rivalry between decathletes Dave Johnson and Dan O'Brien. It was a highly successful advertising campaign. Coca-Cola advertised its drink under the slogan "Have a Coke and a Smile." In the ad, football player Joe Greene was seen signing an autograph for a young fan. Citibank purchased the naming rights to the New York Mets' stadium, now called Citi Field, ensuring the institution's promotion. Turkish Airlines has a campaign featuring tennis player Caroline Wozniacki, NBA player Kobe Bryant, Manchester United, FC Barcelona, and others. In 2011, Nike became the official apparel company for the NFL. (<https://e-dynamite.com/ar>, 2024, s.d.)

Sports Marketing : Sports events and championships require well-thought-out marketing strategies to ensure both financial and moral support

for their activities and events. Below are some definitions provided for the concept of sports marketing :

- Sports marketing is the set of activities related to how the product is delivered to the sports consumer, which includes all the essential elements of sports marketing such as pricing, distribution, promotion, and appropriate and fast sales methods in the sports market.
- It is the process of designing and implementing activities related to the production, pricing, promotion, and distribution of sports products or services to satisfy the needs of consumers or participants, in order to achieve the goals of the institution and the success of the sports event. (MOHAMED Ahmed Mansour, 2021, p. 08)
- Sports marketing focuses on promoting goods, services, or different causes by leveraging the popularity of sports and athletes. It is the industry that deals with athletes and sports teams promoting various companies, as well as sponsors who use sports events to sell their products to viewers. (<https://hafidoussous.com/>, 2024, s.d.).
- In its modern concept, sports marketing is concerned with activities organized to meet the needs and desires of sports and non-sports consumers through mutual processes and the development of a marketing strategy by promoting sports products and direct services to sports consumers, as well as marketing other products and services to ensure the success of sports events and occasions. (Nasri Abdelkader, Volume 07, Issue 02, 2022, p. 469.).
- Sports marketing has become a leading trade on the local, regional, and global levels, relying on a main market through which clubs can meet their general needs. The marketing goal of the sports industry, pricing strategies, distribution policies, and the methods provided in sports, along with coaches and sports club presidents, as well as sports media relations, all form the triangle of marketing in the sports field. This is all based on satisfying the consumer, especially the sports audience. It is based on experience and perception, built on expectations. Every sport requires a great deal of administrative

organization, such as management, communication, coordination, and proper handling, whether internally or externally. (Bakel Hussein Al-Sufi & Mohamed Mahdi Al-Houri, The reality of sports marketing in the Republic of Yemen, a comparative study between group and individual games, Issue 05, 2012, pp. 389-390)

3. The Importance of Marketing through Sports

Marketing through sports contributes to the promotion of goods or services by leveraging the popularity enjoyed by certain clubs or sports tournaments. Many teams promote company products, known as sponsoring companies. Many global and local companies exploit the sports field to sell the products they offer to viewers who watch these games or support these teams, which is a simplified and easy concept of sports marketing. Its importance can be summarized in the following points:

- **Building brand awareness:** One of the benefits of sports marketing is creating awareness of the company's brand, thereby attracting more potential customers by coordinating between the brand and sports teams.
- **Achieving customer satisfaction and loyalty:** Helping the target audience identify with their sports team and building passion and enthusiasm for sports games helps connect the audience with the brand and increase customer satisfaction and loyalty.
- **Increasing sales volume:** Sports marketing helps increase the sales volume of the products and services of the company that exclusively sponsors a specific sports event. This includes linking the sports team with the brand, such as selling hats and shirts related to sports teams that bear the company's brand.
- **Obtaining a good return on investment:** Increasing brand awareness leads to higher sales of the company's products and services, resulting in good financial returns and profits.

4. Goals and Main Méthodes of Sports Marketing

4.1 Sports Marketing Goals :

Sports marketing has several goals, including the following: (<https://net3alem.net/sports-marketing/>, 2024, s.d.)

- It seeks to provide many job opportunities for various individuals in society ;

- Sports marketing achieves and provides essential resources for many sports institutions;
- Sports marketing plays a significant role in achieving the objectives of sports institutions;
- Sports marketing works to enhance and support sports among the public;
- One of the key concepts of sports marketing is to create interaction between the consumer and the sports process;
- For a new company in the sports field, sports marketing is one of the most important solutions to enhance its success.

4.2 Sports Marketing Methods :

According to the principles of sports marketing, the first thing to know and identify is the target audience for sports marketing. This involves understanding customers, knowing how to reach them, and how to influence them by identifying their needs and personal preferences. The key sports marketing methods can be summarized as follows : (Brahmi Issa , Sports Marketing: Basics and Horizons, March 2015, p. 124)

- **Sports Sponsorship:** One of the key components of successful sports sponsorship for the sports organization is ensuring financial support from the sponsor so that the organization can achieve its goals and fund its activities. From the sponsor's side, they guarantee that the tournament, match, or team they sponsor receives widespread media coverage, providing free publicity for the sponsor and their company.
- **Using Social Media:** Leveraging social media platforms can help reach many sports fans who are constantly present on these sites. About 52% of people who love sports use social media, making it a powerful and effective tool for sports marketing.
- **Advertising:** Advertising companies responsible for marketing advertising rights in sports events have created numerous forms and titles for sports advertising. One such example is the "Spenser Over ALL" sponsor, which allows a company or institution to use its name

in advertising, incorporating the company or product name into the title of the event.

- Marketing through Personal Relationships ;
- **Creating Engaging Sports Content:** This is an effective way to achieve successful sports marketing, especially with famous athletes. Creating sports videos and blogs linking important news and events about a particular sport in a creative way helps attract the target audience. Engaging with athletes' social media pages and leveraging their networks can also help understand the type of sports content desired by the target audience.
- **Building Partnerships and Sponsorships with Sports Brands:** One of the most effective elements in sports marketing is the relationship between athletes and community sports. Different partnerships can help expand the target audience and raise awareness of the brand's quality. Additionally, sports marketing strategies should be developed, including organizing promotional sports competitions, sponsoring local teams, holding sports events, and other marketing methods.

5. The Economic Dimension of Sports Marketing

Sports investment is one of the fastest ways to achieve economic success in all societies. It plays a vital role in the development of sports and is one of the most beneficial operations, with a positive return towards building a future economic strategy based on it for future generations. Many societies have invested in this sector, particularly in football, which has global fame. Sports investment is among the fastest ways to achieve financial gains and develop human resources, and it also forms an economic source. (Mohsen Mahdi Ribat, Ali Aboud Ouda, & Ali Touma , Issue 02, No. 07, 2021, p. 233)

The relationship between sports and the economy has become interconnected with the development of sports marketing and its growth. Sports are now one of the economic engines globally, with professional sports clubs becoming economic entities with commercial goals. Sports investment is one of the fastest ways to achieve financial gains and maximize profits. (Naima Dahmani , Issue 44, Volume A, December 2015, p. 330). Hence, sports economics has become a criterion for the

development of countries that compete to host various sports events through well-thought-out and modern marketing strategies. The reciprocal relationship between the economy and sports has grown, and investment in sports institutions has contributed to the development of the sports industry, turning it into an open economy. For example, the revenue of the sports industry in the U.S. economy in 1999 amounted to about 75 billion U.S. dollars (www.startimes.com, 2018, s.d.)

The sports revenue balance in London amounted to about 5 billion U.S. dollars, divided into : 25% from sports subscriptions, 23% from sportswear and shoes, 12% from sports lotteries, 5% from match ticket sales, 4.7% from profits, 4% from employment, and 7% from advertising revenues. (www.arabacademics.org, 2018, s.d.).

Sports economics is an aspect of economic activity that can involve profit and loss, with its main goal being to transform sports from a recreational social activity into a real industry involving businessmen and capital investments, increasing government revenue and creating job opportunities, thereby driving economic development. To understand the sports industry, researchers Kamal Al-Din Darwish and Kamal Hassanein divided sports businesses into three types in their book *Quality and Globalization in Sports Management* (Ahmed Falah & Abdel Karim Mizziz, Issue 10, June 2013, p. 56):

- Sports with Direct Revenue: Income is generated through specific sports events such as selling match tickets, sponsorships, advertisements, and television broadcasting rights.
- Sports with Indirect Revenue: Income depends on the popularity of the sport, teams, or players, through the sale of sports equipment and gear.
- Sports with Supported Revenue: Income is derived from sectors related to sports that benefit from hosting famous sports events or major tournaments.

The sports market is highly competitive, and sports institutions must adopt a well-studied marketing mix and effective marketing policies to confront this competition and market their sports products through:

- Developing the quality of sports products;
- Developing promotional programs for products and improving services;
- Relying on information and communication technology to develop and facilitate their activities;
- Establishing specialized departments to study the sports market and market sports products to outperform competitors.

The expected goals of the sports investment project can be summarized as follows:

- Achieving financial returns or profits through various projects in the sports sector.
- Increasing the production of goods and services in the sports field that can be effectively marketed.
- Enhancing the national economy's ability to utilize production factors and creating job opportunities in the workforce, capital, land, and management, thus reducing unemployment in all its forms.
- Maximizing profits, as this is the primary goal of the project, yielding returns on the invested capital and contributing to its growth and development.
- Achieving balanced social development across different regions by using sports investment projects as a tool to accelerate the development of certain areas.
- Contributing to eradicating unemployment and reducing social corruption and dangerous societal issues caused by unemployment.

6. The Effects of Sports Marketing on Tourism

(Sports Tourism) One of the most significant effects of sports marketing on tourism is the creation of a global trend to link tourism with sports, leading to substantial growth in sports tourism. Sports tourism involves individuals traveling from their place of residence to another location, often in another country, for a temporary period to engage in sports activities such as horseback riding, rowing, fishing, etc., or simply to

enjoy watching sports events like the Olympics or World Championships. According to reports from the World Tourism Organization, tourism rates, including sports tourism, have risen. For example, during the hosting of the UEFA Champions League final in Milan, Italy, the city generated enormous economic revenues, hosting 80,000 foreign tourists who spent around 25 million euros. Of this, 12.7% was spent on accommodation and living expenses, 5.6% on shopping, 4.5% on food and beverages, and 2.2% on transportation. Additionally, hotel activity in Milan increased by over 157% compared to the previous year. If Manchester City had reached the final, revenues would have exceeded 26 million euros according to estimates, as English tourists tend to spend more than Spanish tourists.

Sports tourism has grown rapidly since the second half of the 20th century and has become one of the most important tourist attractions for many countries, often referred to as adventure tourism. This type of tourism has spread thanks to major sporting events such as the FIFA World Cup and the Olympics. The concept of sports tourism emerged when sports became a means of attracting athletes and tourists to a country to either participate in or watch sporting activities or events, which in turn enhances the tourism sector. Sports tourism is defined as the movement of an individual from their permanent residence to another place in a different country for a temporary period to engage in or train for various sports activities. It falls under the classification of travel for participation in or observation of a sporting event (Yasser Hashem Emad Al-Hayaj, 2017, p. 507).

Studies and evidence indicate the growing role sports tourism plays in stimulating tourism. The economic benefits of sports tourism for host cities are substantial and significant. For example, the Olympic Games contributed to an increase in international tourist traffic by 10.9% in Sydney. One study revealed that 77.7% of Australians are involved in some form of sports activities and that sports contribute to employing about 2% of the labor force. Sports tourism plays a crucial role in economic development through its direct impact on the economy and the flourishing

of industries and activities related to it. Spending on goods and services associated with sporting events leads to a transfer of funds from tourists to providers of these services and goods, such as hotel accommodations for participating sports teams and fans from various nationalities, spending on hotel services, tourism trips, restaurants, shopping, visits, and all other services that tourists need during their stay. The Chinese experience in organizing the World Cup, which amazed the world, is a highly successful example that helped boost the economy and achieve financial gains exceeding \$2 billion, in addition to benefiting from the infrastructure invested in for the event, such as roads, stadiums, hotels, hospitals, and other facilities, which will serve for many years to come. This had a significant effect on attracting foreign tourists and encouraging foreign investment in China.

7. The Role of the 2022 FIFA World Cup in Sustaining Tourism in Qatar

The perception of tourism in Arab countries has changed, with Gulf countries entering the global sports tourism map after Qatar won the bid to host the 2022 FIFA World Cup. A budget of €220 billion was allocated for organizing the 2022 World Cup, according to an investigation conducted by the specialized media outlet "Front Office Sport," which is five times the total budgets of the last seven World Cups combined. Before that, Brazil held the record in 2014 with a declared cost of €15 billion, followed by Russia in 2018 with €11 billion to support the infrastructure for sports activities. Qatar has become an important tourist destination in the region and has contributed to supporting the tourism sector regionally. The positive numbers achieved by the tourism sector in Qatar during the first half of this year reflect the significant and qualitative boom the sector has witnessed in recent years. The number of tourists in Qatar exceeded 2.9 million visitors in 2022, placing it ninth among the most visited Arab countries and 70th globally in the ranking of the most visited countries in the world in 2022. Qatar's tourism revenues last year reached approximately \$5.41 billion, surpassing Tunisia, Egypt, Bahrain, and Jordan (Amjd.org, 2022, s.d.).

It is expected that Qatar's tourism statistics will change after hosting the 2022 World Cup, and it is anticipated that Qatar will become the top

Arab destination. The FIFA World Cup, hosted by Qatar over 29 days, is expected to attract more than 1.7 million visitors to Doha, with around 500,000 visitors in the country on the busiest days during the first World Cup held in the Middle East and the Arab region. FIFA estimates that around 40 million people may seek to visit Qatar after the tournament. FIFA received 23 million ticket requests for the World Cup, a record number, and Qatar revealed that the expected financial gains from hosting the tournament would amount to \$17 billion from tourist revenues. The World Cup is anticipated to be watched by three to four billion people globally (potential tourists), which reinforces Qatar's position as a major global tourist destination during and after the tournament (Amjd.org, 2022, s.d.)

The Qatar News Agency recently reported that direct financial revenues from the World Cup are expected to reach \$2.2 billions, and long-term economic revenues from 2022 to 2035 are expected to reach \$2.7 billions, as strong tourism revenues are expected to flourish during and after the World Cup. (<https://www.aljazeera.net> ,2022).

In this regard, Qatar has focused on investing in a number of areas to ensure the success of tourism and sports and achieve tourism security :

Sports facilities : Qatar has started building eight 08 stadiums with Innovative designs that combine popular heritage and modernity, are environmentally friendly and equipped with solar cooling technology. The World Cup in Qatar is distinguished by being the first edition in which matches are held in geographically close stadiums in a way that enables the public to watch more than one match in one day. All stadiums are designed to be environmentally friendly with the ability to control the temperature inside them. They also have standard elements that will be reshaped after the tournament, to become a permanent legacy for the 2022 World Cup. These stadiums are: (<https://www.aa.com.tr> ,2022)

- **"Al Bayt Stadium"**, which will host the opening match of the World Cup, with a capacity of 60,000 fans, is located in Al Khor, 35 km north of central Doha.

- **"Lusail Stadium"**, which will host the World Cup final, with a capacity of 80,000 fans, is located in Lusail, 20 km north of Doha.
- **"Ahmed Bin Ali Stadium"**, a structure that mimics the desert and its dunes, can accommodate 40,000 fans, and is located in the Umm Al Afai area, 20 km west of central Doha.
- **"Al Janoub Stadium"** embarks on a modern journey with football with a capacity of 40,000 fans, located in Al Wakrah, 22 km east of central Doha.
- **"Al Thumama Stadium"** inspired by culture and tradition, with a capacity of 40,000 fans, located in Al Thumama, 12 km south of central Doha.
- **"Education City Stadium"** where football meets science and knowledge, with a capacity of 40,000 fans, located in Al Rayyan, 7 km northwest of central Doha.
- **"Khalifa International Stadium"** with its new look, modern technology and a new legacy, with a capacity of 40,000 fans, located in Aspire Zone, 11 km west of central Doha.
- **The eighth World Cup stadium** built by Qatar is "Stadium 974", a symbol of innovation and sustainability, with a capacity of 40,000 fans, located in Ras Abu Aboud, 10 km east of central Doha.

Building security: This includes hotels, tourist buildings, airports, Land, air and sea transportation, the infrastructure needed by tourists and the protection of sports facilities from tampering, theft and vandalism. In this context, Qatar has built the basic facilities necessary to host approximately 1.3 million visitors during the month-long tournament, a number that is approximately half of Qatar's population. It has also established a modern metro network, expanded its airport, and constructed new areas within the capital, Doha. The Supreme Committee for Delivery and Legacy has also provided several alternatives to compensate for the shortage in the number of hotels that cannot accommodate the number of sports fans who will visit Qatar from all over the world. Accommodation and housing options vary from 5-star to 1-star hotels to villas, apartments inside buildings, floating hotels, prefabricated cabins, holiday homes and equipped tents, in addition to staying with family and friends. The number of rooms available to

Qatar's guests from around the world has reached 130,000 rooms, confirming the availability of sufficient accommodation for the tournament's fans. The number of hotels in Qatar is about 135 hotels, while the number of rooms in these hotels exceeds 30 thousand rooms, and the number of beds is about 50 thousand beds. (<https://www.aa.com.tr>,2022)

Protecting the course of sporting activities: To secure the World Cup, a security committee was formed headed by the Prime Minister and Minister of Interior and includes all security agencies and bodies since 2013. Since then, preparations for security plans began, and one of the main points was the presence of current security personnel on the ground in various international tournaments, who are the main elements in the security teams currently in place in Qatar, in addition to making use of international expertise and securing cyber plans that are considered among the best global systems. (<https://www.aljazeera.net>, 2022) .

Transportation Security: Qatar's plan for transportation and fan transport is completely free for anyone holding a Hayya Card, which is required for every visitor to enter the country. The Doha Metro will be the bet on transportation and the movement of football fans, according to officials and observers, as it is an essential part of the comprehensive transportation planning system during the tournament. The Doha Metro network provides a connection between 5 stadiums, via stations very close to the Education City, Ahmed Bin Ali, 974, Lusail and Khalifa International stadiums. n addition to the train cars, the Rail provides a free Metro Link transportation service from the stations to lines covering Doha using buses that depart from and to the metro station, in addition to taxis for passengers at reduced prices, and "park and ride" stands around the stations. Qatar Transport Company "Karwa" announced the provision of about 4,000 buses, 25% of which are electric, to serve fans, 800 taxis and 1,300 economy taxis known as the "Wafer" service. The workforce teams that will be tasked with transporting Qatar's guests include more than 9,000 drivers, 2,000 support staff, and 3,000 operational staff; to provide a comfortable and easy transportation experience during the matches. The buses operate on more

than 300 routes within the advanced road network that leads to various stadiums, facilities, tourist attractions, and accommodation areas for tournament visitors. The number of daily shuttle flights planned to transport fans who will reside in countries neighbouring Qatar during the World Cup is estimated at 168 flights per day, 60 flights per day from Dubai (United Arab Emirates), 48 from Muscat (Oman), 40 from Riyadh and Jeddah (Kingdom of Saudi Arabia) and 20 from Kuwait City (Kuwait). For its part, Air France is temporarily launching flights between Paris and Doha for the first time in 27 years, at a rate of 3 to 6 flights per week.

Linking Sports Events with Tourism and Entertainment Areas : Qatar has organized a wide range of entertainment events across the country to welcome visitors during the tournament, including the "FIFA Fan Festival," which is free of charge and hosts more than 40,000 fans daily during the tournament. It features giant screens broadcasting live World Cup matches. The festival site in Al Bidda Park in Doha hosts a number of international artists and includes many football-related activities. Alongside the entertainment events hosted by the Doha Corniche, which stretches 6 kilometers from the Sheraton Hotel Park to the Museum of Islamic Art, the Corniche area also features roaming artistic performances throughout the World Cup period. The events also include other activities such as daily performances under the "Welcome to Qatar" program, where attendees can enjoy a variety of water shows and fireworks, accompanied by songs from the official FIFA World Cup Qatar album. Fans can also enjoy games and various activities on Al Maha Island in Lusail City, as well as at the "974 Beach Club" in Ras Bu Abboud, the "Hayya Fan Zone" at the South Lusail Walkway, and the "Qetaifan Beach Festival." Additionally, there are music concerts at the "Arcadia" music festival, which can accommodate 15,000 people, and "Middle Beast - Aravia," which can host more than 5,000 people. Fans attending the World Cup matches also have the opportunity to enjoy cultural, artistic, and entertainment shows around each stadium, with over 6,000 performances across 21 locations.

Changing the Stereotype in the Western World about Qatar, Arabs, and Islam: Qatar won the bid in a fair competition fought head-to-head, not as a gift, amidst widespread disbelief and rejection of the idea that an Arab

country could beat major nations such as the United States and the continent of Australia. Qatar also defied calls for boycotts and external incitement campaigns. The World Cup successfully promoted an honorable and civilized image of Arabs, Arab culture, and Islam.

- **Selection of Around 20,000 Volunteers for World Cup Preparations :**
These volunteers were trained through advanced workshops, with around 50% of them being Arabs, reflecting Qatar's belief that this edition of the World Cup is an Arab event, not just Qatari.

Utilizing Communication Tools : Regarding media preparations, the organizing committee stated that 12,300 journalists are expected to come to cover the tournament. It has issued 78 licenses to media organizations, in addition to setting up studios along the Corniche and providing facilities for journalists who were not accredited. The committee also revealed the readiness of volunteers, whose number has reached 20,000, with 89% from Qatar and 11% from around the world.

The international development plans linked to Qatar's National Vision 2030 include projects directly related to the World Cup, aiming to ensure sustainability beyond the tournament. The 2022 World Cup has been a key supporter of Qatar's National Vision 2030, which is based on four pillars : environmental, human, economic, and social development. These pillars aim to promote sustainability through governance and policy. One of Qatar's main ambitions for this tournament is to increase its economy, which relies on oil and gas exports, as Qatar has the third-largest natural gas reserves in the world and is one of the largest oil exporters. Thus, Qatar has strategically developed facilities that will benefit the economy after the World Cup by converting them into new communities, schools, and hospitals, as well as launching points for tourism flows. Qatar's National Vision 2030 envisions a diversified economy where the private sector plays a prominent role. Qatar aspires to become a commercial and tourism hub in the region, and its continued investment in modernizing its facilities is likely to expand transportation, trade, and economic initiatives. Qatar's World Cup will help redefine its influence, status, facilities, and foreign

policy objectives. Economically, the country expects to benefit from the World Cup, forecasting that the event will add \$17 billions to its economy. Other estimates suggest that Qatar's GDP growth will provide an income opportunity of \$4 billions from tourist spending in the Middle East, with forecasts indicating that Qatar's economy will grow by 3.4% due to the momentum of the World Cup.

8. CONCLUSION

Sports marketing or marketing through sports is a modern concept that requires exceptional effort to implement. The importance of sports tourism is clear, as it represents one of the most important modern tourism attractions that promote diversity and change. Sports competitions have become one of the main tools for boosting tourism, attracting investments, enhancing development, completing infrastructure, improving the hospitality and entertainment sectors, and updating regulations in line with the requirements of tourism and sports investment. Sports tourism also plays a fundamental role in economic development by creating various professional fields associated with it, such as sports media, athlete services, sponsorship, manufacturers of products needed by athletes (clothing, equipment, sports gear, etc.), distributors, facilities and facility suppliers, teams, tournaments, and more. Tourism is the primary beneficiary of the 2022 World Cup events in Qatar, as the country experienced a major tourism wave during and after the World Cup. This prompted the state to strengthen its infrastructure and develop a well-planned map of tourist sites, taking all necessary measures. Long-term economic revenues are expected to reach \$2.7 billions from 2022 to 2035, with strong tourism revenues during and after the World Cup expected to flourish.

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