

Analyzing of the Comprehensive Impact of Major Sports Events on Urban Economic Development: A Case Study of the Qatar World Cup

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Abstract. In recent years, hosting for large global sports events at domestic place has become an important strategy for countries or specific cities to enhance their international influence and increasing economic development. Large sports events can increase the infrastructure construction and provide more job opportunities, leading to raise of local consumption levels in a short period of time, aiming the development of the domestic economy become more stable and keep growth. This study uses the method of Literature Survey, taking the the World Cup of football in Qatar 2022, which is the largest sports events in the world, as examples, to explore the comprehensive impact of large sports events on urban economic development, and to understand the specific economic effects it brings to cities through reports and real data. The research find out that after high cost infrastructure building, the economy of the city itself will experience significant growth in a short period of time. However, after a short time after the sports event, people will leave. If the infrastructure built for the short-term event does not have good follow up work, it will result in serious waste of resources. So host large sports events not only has many benefits, but also have much disadvantage.

Keywords: Economic development, international influence, advantage and disadvantage.

1. Introduction

The attempt of hosting and expansion of large national sports events and activities have always been an important part of national development policies.

Sports activities can increase people's physical health, and reduce the stress brought by study and work. According to the content of the "Healthy China 2030" Planning Outline, the state has proposed a series of policies and plans to increase the health of all people in the nation. Including, and not limited to strengthening the basic infrastructure of sports activities and fitness facilities, and try to motivate the interest of doing sports [1].

This event is always been considered as an important part of the country's entertainment industry. Sports events can bring more exposure to the public, leading to the increasing of profits. As they attract more investor, it also boost the economic development of related industries. According to data from the National Bureau of Statistics of China, the total investment during the 2008 Beijing Olympics was approximately 280 billion RMB (about 40 billion US dollars), including the cost spend on infrastructure construction, match court construction, and urban environment improvement. At the same time, Beijing's annual GDP growth rate was about 10%, higher than the national average. The city received over 150 million domestic and foreign tourists throughout the year, and the total tourism revenue reached 50 billion RMB (about 7.5 billion US dollars). This case raises a question: Before large sports events began, the country needs to spend a lot of resources building new sports court for short-term sports activities.

The surrounding industries generated by sports activities also need to spend resources increase their own brands to attract tourists from other regions or local areas to increase consumption. It is undeniable that other factors have also contributed to development, but large sports events is the most important factor that boost a country's economic level and GDP significantly in a short period of time. This essay is aimed at further more experience on how will these rapid economic growth and build of infrastructure be harmful to the domestic environment.

2. Case Study

The 2022 Qatar World Cup is not only a global sports event, but also an important economic turning point in Qatar's history. In 2022, the world is still surrounded by the virus COVID-19, and the economy is in experiencing downtown continuously. Qatar hopes to catch up this opportunity to reverse the country's economic situation. Moreover, as the first country in the Middle East to host the Soccer World Cup, its historical significance and value to the region are enormous. As the host country of such an important competition, Qatar has made large infrastructure investments and national brand building to ensure that the game can run on smoothly, and has invested a lot of resources in promotion their country. Its performance has also proved that the benefits are worth it compared to the cost of production. This global event not only attracted millions of tourists, but also brought considerable and visible direct economic benefits to Qatar. What is more, creating projects that can sustain profitability and development in the long run. It is reported that Qatar has spent a whopping 220 billion US dollars on this football extravaganza, five times the total cost of all previous World Cups, earning it the title of the "most expensive" World Cup in history [2]. Previously, Qatar had formulated the "2030 National Vision", boost the diverse increase of domestic economic and gradually reducing its reliance on the oil and gas industry. Hosting the World Cup is aimed at driving the development of industries such as tourism in Qatar. The Qatar Business and Industry Association once released a report stating that 1.2 to 1.5 million tourists visited Qatar during the World Cup, greatly boosting the development of the country's tertiary industry. At the same time, the brand effect of the World Cup will also bring long-term commercial value to Qatar, promoting the sustained development of industries such as tourism. It can significantly enhance Qatar's national soft power and increase global attention to the country. In recent years, Qatar has been committed to building soft power and has successfully created influential platforms such as Al Jazeera, influencing the development of the economy and society. By hosting this World Cup, Qatar can further enhance its international image.

Infrastructure construction of sports competition court. This country build 8 court for the coming competition of world cup [3]. The most famous one is named Lusail Stadium. And there are other seven court used as Official venue. Al Bayt Stadium: located in the city of Hull, inspired by traditional Arab tents, can accommodate 60000 spectators.

Al Janoub Stadium: located in Alwakra, inspired by traditional sailboats, can accommodate 40000 spectators.

Ahmed bin Ali Stadium: Located in Rayan city, it can accommodate 40000 spectators.

Al Thumama Stadium: located in the southern part of Doha city, it can accommodate 40000 spectators.

Al Wakrah Stadium: Located in the city of Al Wakrah, it can accommodate 40000 spectators.

Ras Abu Aboud Stadium: Located on the waterfront of Doha city, it features a modular design with detachable containers and can accommodate 40000 spectators.

Hamad International Stadium: Located in Doha, it serves as one of the backup venues during the World Cup.

After incurring such a huge cost, Qatar attracted tens of thousands of spectators to watch the World Cup games on site. The peripheral industries included in the games, such as tourism, catering and other service industries, as well as the output of local culture, have all been greatly enhanced. The huge resources spent by Qatar have showcased the modern and beautiful side of this country to the world, allowing more people to understand the culture of this Middle Eastern country and their modern technology. The result is completely positive. Meanwhile, most of the buildings left after the games have been renovated or demolished and continue to play their value in sustainable development projects. This kind of recycling has also to some extent recouped the cost of building these facilities for Qatar [4].

3. Analysis How 2022 World Cup Effect Local Economic

3.1. Short Run of Economic Effect in Qatar during World Cup

Qatar spent a significant amount of money on building the infrastructure required for sports competitions before the World Cup began, including eight football fields in use, newly built hotels to accommodate more guests, and an underground railway system connecting the eight stadiums: Doha. These facilities received over 120000 visitors during the 20 days of the World Cup, bringing incalculable value. Meanwhile, Qatar has attracted a large number of foreign and local industries to invest in it. Incorporating local Middle Eastern culture into the promotion of the World Cup and the competition process, allowing the world to understand the real Qatar and its unique aesthetic appeal [5]. These selling points, relying on the enormous commercial value of the World Cup itself, have attracted a large number of well-known companies to sponsor, including Adidas, a long-term global partner of FIFA World Federation of Association Football, Coca-Cola, Wanda Group. And local sponsor Qatar National Bank, Qatar Petroleum, and Qatar Foundation and so on. At same time, jobs were created In short run. During the match the demand of service staff and technique or highly skilled workers had been required, as income increase, consumption raise rapidly in short period, causing economic growth. Especially industries closely related to sports economy, such as tourism, commercial catering, social services, and cultural industries, have a significant driving and motivating effect on them. Hosting the competition requires the construction of a large number of venues and hotels, which require staff and service personnel, providing employment opportunities. Last, Qatar's friendly attitude towards tourists during the World Cup may leave a good impression on them, leading them to choose to return to Qatar for tourism in the future. This return effect can effectively increase passenger flow and bring economic growth to the local area.

3.2. Long Run of Economic Effect in Qatar during World Cup

From the perspective of long-term economic development, there are also many aspects to the construction of the Qatar World Cup. 1. Optimize the industrial structure. Qatar heavily relies on oil exports, and its single economic structure makes it vulnerable to impact. If oil prices experience fluctuations, the country's economy may experience significant fluctuations. The risk is self-evident. Through the 2022 World Cup, Qatar's infrastructure has been renovated, expanding the development of industries around the city. Through the infrastructure left over from the World Cup, people can slowly change the single situation of heavy dependence on oil exports and instead support the tourism industry in the long run [6]. Based on the local Middle Eastern culture of Qatar, attract tourists to continue traveling to Qatar and increase their consumption [7]. At the same time, during the World Cup, Qatar established a large number of stadiums, transportation systems, and surrounding hotels, restaurants, or entertainment facilities for spectators to consume. After the World Cup, a considerable portion of the venues can be transformed into sports venues built according to international standards that can be used for a long time after reasonable renovation. The subway system in Doha, which is also built in conjunction with the venue, can continue to operate. The hotels and service facilities constructed can also be appropriately preserved and continue participate as an important infrastructure.

3.3. Performance against international

Qatar's international image has changed greatly because of the soccer world cup, and the international popularity of this Middle East country has also been greatly improved. At the same time, because of Qatar's excellent performance in the world cup, this country will have a stronger sense of pride for their own nation. This is a very positive factor for the development of a country [8].

3.4. Problems Faced by Qatar after the 2022 World Cup

3.4.1. Idle resources

Extremely high cost and if the effect brought by world cup on domestic economic can be continuous. In a theory, the Olympic Games have a positive impact on the host country's economy. Data shows that out of the 11 Olympic Games since the 1964 Tokyo Olympics, eight have proven that the 'Olympic effect' is true. The Olympic effect refers to the significant investment in infrastructure and the construction of sports court by the host country during the preparation stage of the Olympics, which will significantly enhance economic development. In the year of the Olympics, tourism and consumer spending will also significantly enhance economic growth. However, the positive impact of the Olympic effect ends at the moment the Olympic Games are held. Although the brand effect of the Olympics can consist for a considerable period of time, economic growth will significantly slow down after the event end. Qatar is currently experiencing the impact of this effect. Although a considerable portion of the facilities built for the World Cup have been reused for other goals, there is still a significant amount of infrastructure that has been abandoned [9]. However, Qatar cost of 220 billion US dollars, and the short-term benefits cannot fully cover the costs. If the government fails to take action, Qatar will experience a brief improvement and then fall back into an economic downturn.

3.4.2. Labor loss

During the World Cup, the incident of Qatar hiring foreign workers cause negative opinion. Their salary and basic working conditions do not seem to have been met the line set by world. This behavior will damage Qatar's performance internationally and cause a decline in its international image. This means that investment in the country may decrease, and at the same time, it makes people who aspire to work in Qatar reconsider whether this choice is reasonable. Not having enough labor is also very fatal to Qatari society. For recent time period, the government has provided solutions and demonstrated their effectiveness, but this will still prompt workers or investors with choices to turn to alternative companies or job positions [10].

3.4.3. Cost of environmental changes

Environmental costs. The process of constructing these competition court and tourism facilities is not environmentally good. Qatar has promise to hold to environmental principles when constructing facilities for the World Cup. However, the court built by Qatar went against their promises. The infrastructure and newly built court emit a large amount of carbon dioxide into the atmosphere, and the designed air-conditioned stadiums (open-air stadiums equipped with air conditioning facilities to ensure suitable temperature for matches) have significant differences from environmental protection concepts in the contemporary world. This infrastructure strategy carries significant environmental externalizes. Although the government has tried to alleviate carbon emissions through tree planting and other means, the effect is not very good.

4. Conclusion

It is true that hosting large sport event can benefit the short and long run of domestic country economy, weather the international image improvement, improve the economic structure, and the directly attractive to more job opportunities. It is well noting that the risk of rapid improvement is also a problem need to be face seriously. To overcome these risks, people need to estimate the expenditure that the country can afford, and then use the huge influence brought by the competition reasonable to improve its economic strength according to the actual domestic situation, and then try to avoid the waste of resources caused by exceeding the ability of the country to handle the reuse of infrastructure after the end of the activity, to achieve fully benefit the country.

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