



**HAL**  
open science

# Furthering national development through sport, the case of Qatar

Wadih Ishac

► **To cite this version:**

Wadih Ishac. Furthering national development through sport, the case of Qatar. Business administration. Université Bourgogne Franche-Comté, 2018. English. NNT : 2018UBFCH037 . tel-02071444

**HAL Id: tel-02071444**

**<https://theses.hal.science/tel-02071444>**

Submitted on 18 Mar 2019

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

UFR des Sciences et Techniques des Activités Physiques et Sportives

THÈSE

Pour obtenir le grade de

Docteur de l'Université de Bourgogne

Discipline : Sciences et Techniques des Activités Physiques et Sportives

*Par*

**ISHAC Wadih**

**August 2018**

*Furthering national development through sport, the case of Qatar*

Directeur de thèse :

BOUCHET Patrick, Professeur des Universités, Université de Bourgogne Franche-Comté

Co-directeur de thèse :

SOBRY Claude, Professeur des Universités, Université de Lille 2

**Jury :**

**Président :** Mohammed Kaach, Professeur, Institut National des Sports Moulay Rachid

**Rapporteurs :** Ati Abdessatar Professeur, Jazan University

Kaouther Kooli Professeur, Bournemouth University

Sorina Cernaianu, Professeur, University of Craiova

*Win if you can*  
*Lose if you must*  
*But never QUIT*

*Cameron Trammell*

**Declaration**

This dissertation is the result of my own work and includes nothing which is the outcome of work done in collaboration, except where specifically indicated in the text. It has not been previously submitted, in part or whole, to any university or institution for any degree, diploma, or other qualification.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

WADIH ISHAC

Dijon

## **Acknowledgments**

It was nice seeing my self-growth through the eyes of the people that countered me while working on my Ph.D. These people inspired me in one way or another. I would like to thank Pr. Claude Sobry for his patience through guiding this work, and Pr. Patrick Bouchet for all the feedback he gave me. Mrs. Sorina Cernaianu your support was highly seen, especially with the result attended. Thank you all; without your dedication and help, we couldn't have been able to accomplish this.

Last but not least, for the person who has become a part of my family, thank you Stefan Rusyniak; your support was highly valued.

Here we go, I always used to tell you that I would never graduate until I finished my Ph.D., and guess what I'm doing now....

I am thankful for what you made me become today, and if I learned something, it is to believe in myself and to dedicate everything for the benefits of humanity, without forgetting the encouragement you were always providing me with when listening to all my fears and problems.

Und schließlich vielen Dank für alles.

**Abstract:**

When we mention international relations, we generally talk about diplomacy and investment, but there are other ways of promoting the interests of a government on the international stage. Sport can be used as tool to improve diplomacy between countries, as well as developing economic and social interests. Additionally, sport takes an important place in shaping the image of a nation, while it improves the integration process of young generations into the world. One of the main interests, from a government perspective, in the use of sport, is to generate a positive emotional connection to a host nation - what is known as soft power. The aim of this work is to explore some of the ways in which sport is used to generate this power, and how it can provide a type of control or influence. Specifically, it will focus on the State of Qatar. This work is separated to three main parts. First I present the development of sport and the way sport events were used by different countries and political regimes, and the impact generated. Second, I try to understand the impact generated from Qatar investment in the French football team Paris Saint-Germain. And third, I measured the socio-psychological impact generated on the young generation from hosting international sport events, as in the case of the Handball World championship 2015. This work sets to clarify how allowing such investment is perceived as an opportunity for development within the society, and to improve diplomacy. Additionally, focussing on the young generation allows me to study the evolution of how sport is an important tool in the process of socialization of young people into global society. Based on my research, I argue that the result of the Paris Saint-Germain investment was a "win-win" situation between France and Qatar on the social, economic, and political level. Also, using sport events generated positive emotional impact, making the residents admire the vision of the government. The young generation, regardless nationality has a positive view of government efforts to improve and develop itself - the Qatari government's vision was salient to the young generation in Qatar.

**Keywords:** Political impact, Social impact; Impact analysis; Foreign investment, Sport event; Benefits; Qatar, France.

## **Résumé:**

Lorsque nous parlons de relations internationales, nous parlons généralement de diplomatie et d'investissement, Le sport peut être utilisé comme outil pour améliorer la diplomatie entre les pays, ainsi que pour développer les intérêts économiques et sociaux. De plus, le sport occupe une place importante dans le repositionnement de l'image d'une nation, tout en améliorant le processus d'intégration des jeunes générations dans le monde. L'un des principaux intérêts, du point de vue du gouvernement, est de créer un lien affectif positif avec la nation hôte de l'évènement sportif. Ce qu'on appelle le soft power. Le but de ce travail est d'explorer certaines des façons dont le sport est utilisé pour générer ce pouvoir, et comment il peut contribuer à générer du contrôle ou à provoquer de l'influence, en se concentrant sur l'État du Qatar. Ce travail est séparé en trois parties principales. Je présente d'abord le développement du sport et la manière dont les événements sportifs ont été utilisés par différents pays et régimes politiques, ainsi que l'impact généré. Deuxièmement, j'essaie de comprendre l'impact généré par l'investissement du Qatar dans l'équipe de football française du Paris Saint-Germain. Et troisièmement, en mesurant l'impact socio-psychologique généré par la jeune génération en organisant des événements sportifs internationaux, le cas du championnat du monde de handball 2015. Ce travail vise à clarifier comment un tel investissement est perçu comme une opportunité de développement au sein de la société, et d'améliorer la diplomatie. En se concentrant sur l'évolution dont le sport est utilisé comme un outil important dans le processus de socialisation des jeunes dans la société mondiale. Sur la base de mes recherches, le résultat de l'investissement dans le Paris Saint-Germain était une situation «gagnant-gagnant» entre la France et le Qatar sur le plan social, économique et politique. De plus, l'utilisation des événements sportifs a eu un impact émotionnel positif, faisant admirer aux résidents la vision du gouvernement. La jeune génération, quelle que soit sa nationalité, a une vision positive des efforts du gouvernement pour s'améliorer et se développer. La vision du gouvernement du Qatar était saillante pour la jeune génération au Qatar.

**Mots-clés:** Impact politique, Impact social; Analyse d'impact; Investissement étranger, événement sportif; Avantages; Qatar, France.

## Contents

Declaration.....	I
Acknowledgments.....	II
Introduction.....	1
The significance of the study .....	1
The central question of the study .....	18
The methodology of the study .....	22
The structure of the study .....	25
1 Chapter one: The history of the use of sport as a major world power .....	30
1.1 Globalization and Global Players .....	30
1.1.1 Politics of Sports and the Global Capital .....	32
1.1.2 Modification of Global Politics and Culture by Sports.....	33
1.1.3 Cosmopolitanism Sports: Global Language.....	35
1.2 The development of sport games .....	37
1.3 Cosmopolitan Change and Global Players .....	41
1.3.1 Transfer of Sports and Sport’s Cultures the case of the USA .....	43
1.3.1.1 The “Olympianization” of Soccer in America .....	44
1.3.2 The improvement of the World Cup in America .....	44
1.3.2.1 The World Cup Again in Europe.....	46
1.4 Football and Fascism: Italy 1934 Sporting Glory.....	47
1.4.1 Fascist Ideology and the Organization of Sport.....	48
1.4.2 The Role of the Media.....	50
1.4.3 The Politics, Rhetoric, and Reality of the World Cup .....	52
1.5 Berlin 1936: The Most Controversial Olympics.....	57
1.5.1 A Propaganda Triumph? .....	60

1.6	England 1966 .....	62
1.7	The Boycott of Moscow 1980.....	66
1.7.1	The IOC and Soviet Sportocrats .....	68
1.7.2	Soviet Sport.....	71
1.8	Los Angeles 1932-1984-1994.....	71
1.8.1	The 1994 World Cup.....	75
1.8.2	The “Beckham Effect” .....	76
1.9	Sydney 2000.....	78
1.9.1	Spectatorship and the Hosting of the Olympics .....	78
1.9.2	Australian Viewers: The Freeman Final .....	79
1.10	Korea and Japan 2002.....	82
1.10.1	Street Viewing and Supporting on the Streets .....	82
1.10.2	Distinction between Japan and Korea .....	84
1.10.3	Body Cultures in Korean Street Supporting.....	85
2	Chapter two: Economic, Social, environmental, and political impacts generated by hosting sports mega-events.....	93
2.1	The economic impact.....	94
2.2	Environmental impact.....	98
2.3	Political impact .....	100
2.3.1	Soft Power and Nation Branding .....	104
2.3.2	The power of Sport events .....	110
2.4	The Social impact .....	112
2.4.1	Implication of social impact.....	114
3	Chapter three: Foreign investment impact on the French sports body: the case of Qatar ...	121
3.1	The use of sport on different levels.....	121

3.2	The state of Qatar.....	123
3.2.1	Qatar National Mission and vision.....	127
3.2.2	Sport sector strategy.....	131
3.2.3	Qatar and the benefits of sport.....	133
3.3	France and Qatar in the age of Globalization: compared market openness.....	138
3.4	Methodology.....	141
	Qualitative Method.....	142
3.5	Main study.....	147
3.6	Data analysis.....	149
3.7	Result.....	158
3.8	Discussion and Limitation of the study.....	160
4	Chapter four: The case of Qatar: the influence of hosting international sport event on young generation.....	168
4.1	The impact of hosting sport events.....	169
4.1.1	Measuring resident's benefits.....	171
4.2	Method and Item generation.....	174
	Quantitative Method.....	175
4.2.1	Procedure.....	177
4.2.2	Main study.....	177
4.2.3	Data reliability.....	178
4.2.4	Data Analysis.....	186
4.3	Discussion.....	189
4.4	Limitation of the study.....	190
	Conclusion.....	195
	Appendices.....	207

References.....	215
Journals.....	215
Books.....	227
Website.....	234
List of Tables.....	239
List of Figures.....	240
List of Appendices.....	241

## **Introduction**

### **The significance of the study**

Nowadays sport is highly used on the international scene, but how exactly is it used? When we mention the international scene, we mean international, global, or on the level of the globe, which is directly related to the international relation. Therefore, it is important to understand the link between sport and international relation; Allison L., & Monnington (2002) mentioned in their article, sport, prestige and international relations: that modern sport has always had an international dimension and it is fundamentally international. Even though some people hope that sport stays away from politics, in fact, *sport has always been and will remain a part of politics* (Allison, 1993; Houlihan, 1994). Additionally, sport takes an important place in the image of a nation, while it improves the integration process of young generations into the world (Allison, L., & Monnington, 2002). Throughout history, sport was used by states as a primary tool in their foreign relations for several purposes; the government used sport as a tool for their foreign policy e.g to sell themselves, enhance their image, and to boycott other countries whom they did not agree with (Allison, L., & Monnington, 2002). The use of sport to boycott appealed as a low-cost strategy to share a government's opinion with other countries.

What we are mainly referring to by the use of sport is the use of big sports events, or mega sports events, like in the case of Australia hosting the Olympics; they showed the world an image of a 'happy country' whose citizens have a lot of self-esteem.(Allison, L., & Monnington, 2002). Furthermore, the success would affect tourism and investment and result in the enhancement of the power of the Australian state. Chalip, L (2002), mentioned that hosting the games provided a huge investment in both the public and the private sector. Based on his study, during the 10 years

leading to host the Sydney Olympics, the total public investment was A\$2.3 billion, while the private investment was A\$1.2 billion. In return A\$6.5 billion will have been contributed to the Australian GDP between 1994-2006.

On the other hand, Thompson, J (2010), mentioned that Australia was able to host the 2000 Olympics, but that the path to a better future hadn't all been paved in gold.

“KPMG report prepared for the Games' bid in 1993 predicted that it would add \$7.3 billion to the economy and create 156,000 new jobs. But a detailed analysis by Melbourne's Monash University has found that the Olympics "in purely measurable economic variables ... had a negative effect on New South Wales and Australia as a whole". Specifically, a net consumption loss of \$2.1 billion. The Tourism Forecasting Council predicted a "strong impact for four years after the Olympics". In fact, international visitor arrivals in Australia decreased. In 2000-01 tourism's share of GDP was 3.4 per cent; in 2008-09 it was 2.6 per cent.”

Even though the economic result was below expectations, Australia and its residents gained a lot more as a return on their investment than economic revenue. Further below, a section related to the impact of hosting the Olympics 2000 shows that Australia's overall image was improved, residents felt happier and appreciated the decision to host the Olympic games.

Moreover, sport became the newly implemented strategy of the public and governmental diplomacy and serves as another tool to improve diplomacy, some of which include education, food, religion, etc. As an example of using sport as a religious implication: Nowadays, the decline of some forms of Christianity pushed leaders to improvise with new ways of attracting and retaining members(S. J. Jackson, 2013a).

Based on Lee, J. W. (2004), the social landscape is composed of two major institutions: sport and religion. These two institutions have various common bonds. Mainly both institutions profit from each other; the use of sport by the religion and the use of religion by sport.

Religion uses sport through churches, religious leaders, church-affiliated colleges and several religious organizations that are centered on sport (Lee, J. W, 2004). For example, the link between the evangelical Christianity and sport that raised over the past decades, as well as through quasi-religious institutions, like the Young Men's Christian Association (YMCA), Young Women's Christian Association (YWCA). Furthermore, religion used sport in education; schools like Georgetown University, Texas Christian University, and Jerry Farwell's Liberty University, all used sport and religion in varying ways and to varying degrees. The same applies for religious leaders like Pope John Paul II, who had been strong proponents of sport and physical activity by encouraging the physical activity in the lives of the followers (Lee, J. W, 2004).

What is important here is to realize that the use of any tool aims always to maintain an influence over the entire society. The next chapters will explain the link between sport as a tool used by governments to influence society. Furthermore, Berg (2008) points out, "sport may be the style of the Olympics, but nationalism and geopolitics are (its) content". Historically talking it's still not clear to which extent sport has become a sideline to the Olympics. Furthermore, going back to the ancient games where it started with the five brother-gods in Olympia who were looking for recreation, the eldest brother duly contrived running races with the winner being awarded a crown of leaves (Papantoniou, 2008), thus introducing the element of competition, which is often found between brothers of a lesser deity. This spirit of competing and recreation is supposed to be the Olympics, but in fact, nowadays the Olympics has different meanings. If we look at the

objectives of the founder of the International Olympic Committee (IOC), we realize that his vision was universal. What we see is a lot of sentiment, the absence of discrimination as well as ethical and moral equivalency. But at the same time, this event was awarded to dictatorial regimes, providing them with the opportunity to host these games, and indirectly allowing them to spread their political agendas on a world stage. Some of these regimes were the communist and the fascist represented by Germany and the Soviet Union.

The first chapter will focus on explaining deeply and exactly how these and other regimes profited from the use of sports events. This could explain the relationship between sport and international relation since it is obvious when we look at the difference in the number of countries participating in the International Olympic Committee and the United Nation; the International Olympic Committee (IOC) has 203, while the United Nation (UN) has 182 countries. This fact shows us the value of the use of sport in any governmental strategy for international relations.

Hosting international sports events attracts new audiences, makes residents feel proud and demonstrates ideologies, as well as nationalism of the government (Horne, 2006; Horne & Manzenreiter, 2006; S. Jackson, 2013). Hosting these events has its own inquiry; whenever an event is taking place, one of the main areas that organizers focus on is security, since these events attract terrorism. These magnificent events harbor two main challenges to their security; a public demonstration and the threat of terrorism. An example of this is the 1968 Olympics in Mexico City where 300 demonstrating students were killed, referred to as the Tlatelolco Massacre. Furthermore, in Beijing 2008 several demonstrations were held that included human rights. The accident of hostage-taking in Munich was the first international terrorism at the Olympic Games. What happened precisely is that during the games, 11 Israeli athletes and

officials were held hostage by a Palestinian group inside the Olympic village. The hostages were killed after a rescue attempt by the West German police. The result of this incident was seen very badly since the organizers were not prepared for such an event and it demonstrated the importance of security measures while hosting an international event (Randeree, K, 2011).

This shows that sport is mainly used for diplomacy. Governments use sport as a tool to generate international outcomes, which suggests that it is used as a mechanism of soft power (S. J. Jackson, 2013a). As an example for that, Hayes, G., & Karamichas, (2011) mentioned that the impact of mega sports events is utilized as a tool by a government showcasing its system on the national and political level while displaying its ideologies.

According to S. J. Jackson, (2013b), the contested terrain of sport diplomacy in a globalizing world, the CEO of The Nation Brand Index, Mr. Simon Anholt, describes the situation in South Africa by mentioning that the country was trying to sell its vision, trying to make the rest of the world believe that the country is transforming becoming similar to Western Europe. Besides all the government's investment to spread this image all over the world, the arrival of football showed a totally different picture; people saw poverty. He continued his discussion saying that the image of South Africa got worse than 2010 while predicting that the situation will repeat itself in Brazil with the FIFA and the Olympic Games etc....

With all its advantages and disadvantages, it is obvious that sport became international and is important for the image of governments. The sport was used in different ways in the government's foreign relations, while the aim of their international politics is power (Allison, L., & Monnington, 2002). The definition of power is the control over the minds and actions of other men. In his book, Morgenthau, (1960) mentioned that "*when we speak of power, we mean man's*

*control over the minds and actions of other men*". This definition shows that control is the key point to generate power. Additionally, Morgenthau, (1960) added that salvation is to insist that any benefit can be interpreted as power, precisely "influence over minds", which leads to focus on the socio-psychology to understand better how residents are reacting to governments decision through the use of sport

Now that we have defined power, it is also important to define the meaning of soft power. Joseph S. Nye (2004), defined it as 'the ability to shape the preferences of others without threat or payment'. The ability to influence others by attraction aims at getting internal and external legitimacy. The political willingness and economic ability to emerge states to bid for, and host, or invest abroad in sport, adds another important dimension to their growing authority in global affairs and highlights the diversity of the sources of their power which now goes beyond their emergent market status (Taylor, 2009).

But there are additional aspects of power and soft power. For a better understanding, it is important to dig into the history to understand the meaning and importance of power. Furthermore, it is important to understand what the term *soft power* means, and how sport is used as a tool in soft power.

Bertrand Russell defines power as "the production of intended effects". Here it is important to differentiate between the production of this power and the capacity of producing it, in other words, my strength, appeal, wealth, or skills, give me power, or the way I intend to use them, so if I have all these criteria's and I don't use them, will I be generating power? (Lukes, S., 1986). On the other hand, Michel Foucault proposes that focusing on intention will be a better way to study power. He focused on what one is seeking from generating this power (Lukes, S., 1986);

did they generate this power because they threatened the other party, will it be important to produce power while sacrificing life and values? Furthermore, values and norms are changing, how is it possible to decide what is important and what is not, for example, even if the society decided in its values that stealing is a bad act, a person who grew up in a society where being a thief is a normal act, for him this act is normal, and generating power from what he's exercising would not be wrong. On the other hand, Max Weber defines power as "the probability that an actor in a social relationship will be in a position to carry out his own will despite resistance, regardless of the basis on which this probability rests", and as "the chance of a man or a number of men to realize their own will even against the resistance of others who are participating in the action" (Lukes, S., 1986). In Weber's definition, it is important to realize that the will or intention can vary from one person to another, from one society to another, and from one culture to another. What would be the definition of power when it comes to conformists since they do what others want, or to the sycophant whom they focus on what others want them to want (Lukes, S., 1986)?

On the other hand, Frank Parkin, went further in his definition and focused on stratification and distribution of power, "To some extent, to conceive of stratification in terms of power may simply be another way of conceptualizing the distribution of class and status advantages" (Parkin, F. 1971). What is meant by his definition is that the system that refers to a society ranked by categories of its population in a hierarchical way, this hierarchy provides the higher group with a better status of power and wealth compared to the others. Nowadays, that applies to people having different nationalities. For example, if you are born with or have a nationality from a developed country, you can enjoy the privilege of a better recognition and better treatment, as well as travel to different countries in the world without applying for a visa. That applies to a

nationality holder, not to your level of education or involvement in the society. This is why a large number of people try to live abroad in one of these developed countries for the purpose of seeking a nationality of a better recognition and treatment, and for changing their ranking within the society, which in return will lead them to the ability to generate power (based on the definition of Frank Parkin).

In his book, Lukes, S., (1986) made the link between Floyd Hunter's and Peter Bachrach's thoughts on power, where the first one explains that to exercise power is to succeed over the contrary preferences of others, with the respect of key issues, and the second one added that while exercising power, they need to control the agenda, mobilizing the bias of the system, determining which issues are Key issues, issues come up for decision, and excluding those which threaten the interests of the powerful. In other words, it is important while targeting to generate power to make sure of the strategy used, while eliminating all the conflicts and all the problems that a power seeker may encounter. In the case of government, regime, ideology, a clear agenda with a clear strategy focusing on the strengths and weaknesses will help to eliminate these weaknesses, or even working on using them as a tool to fix and change them into becoming strengths.

It is important to take into consideration who controls whom, and who can get what. To clarify, A can control B or B can control A, all depending on the tool that was used to provide such control. Next, if A was an individual with a tool providing him the ability to control B, the same tool used might not be useful to control B (in the case of B being a group of individuals). Which leads us to say, a government can control a group of people with the different tools that it has, but at certain points, these tools won't be useful, therefore, the government either changes these

tools, or a revolution will happen in order to move the control of power to C, who has better tools to use, providing him with control, and providing the society with its needs.

What is important in the above is that power was always related to control, where in the below it will evolve to become influencing instead of controlling, and that might be explained by the evolution of the population and their understanding of life.

As discussed earlier, different tools can be used to generate power; some of these tools can be used to generate power from an individual or from a group of people, as well as from a country. An example of these tools can be military, which explains the different wars between troops or countries taken place to generate power over each other. Religion also did the same and it was used internally as well as externally. Internally in a way to keep the hand over the population and to follow the same ideologies of the government, and externally to change the other's religion and to make them follow the first one. At certain times the religion was used as an excuse to push people to fight for a specific ideology against others. Is it still used nowadays in the same way? Well, it could be, but since it is not our topic, we will move forward to another tool which is sport and the way it was used by governments and groups to generate power.

Indeed, sport as other tools always existed on the government agenda, either to entertain its own population through keeping their focus away from government decisions, or to showcase the government glory and power between other countries. To have a better understanding of the method sport was used to generate power, it is important to understand the other possibilities of generating power, and to focus on the term provided by Nye (1990) which is Soft power. In his book, Nye, the founder of the term Soft power, explains that this term can differentiate between the tools used to generate power. He explains that hard power will refer to the military actions,

while soft power won't. He states in his definition that soft power can be the “country’s ability to influence other countries’ behavior or the ability to shape what others want, without using hard or force power”, and he explains it further by “the ability to change what others do” (Nye, 2004). On the other hand, Nation branding is a term provided to a country trying to brand and market itself internationally. It is a new area of interest in marketing related to a nations’ ability to communicate with residents of another country (Fan, Y. 2008). Soft power and Nation branding focus on the influence of the country using them on the international scene, taking into consideration its image, and how it is perceived by others.

While there are a huge number of countries facing an enormous amount of problems, image is one of the main problems that most of the countries are facing. This problem is due to the changes happening internally on the economic, social, and political level. Furthermore, due to globalization, countries tend to create a better image on the international scene, hoping to improve tourism and attract investment; therefore, the main problem that they are facing on the international scene is changing the stereotype. Furthermore, the improvement and the development of the connection sector between countries, made it more difficult for countries to hide their problems due to social media, and pushed them towards a way to seek improvement and development, trying to reduce gaps between them and the developed country. Mainly the countries in transition suffer from little brand awareness or they are perceived negatively in other countries (Fan, Y. 2008). An example of that would be the perceived image of the Arab world in the European countries, mainly the west part of Europe, that might explain why there is a huge investment made by the Arab countries in Europe hoping to change their image and the stereotype. Even though countries are aware of these problems and try to fix them, it is important to mention that without having the necessary resources, it is impossible to find a solution and to

try to change the situation. One of the main resources missing is the financial one; without it, it is almost impossible for countries to turn the potential of improvement into reality. As a result, governments realized the need to brand themselves through a storytelling, investing in an international organization, or like buying some luxurious brand, to profit from the history of these products and its values through the eyes of the people, hoping to merge the country image with the image of these brands in order to boost the changing of the country's image. This way, that will help in changing their image within the international audience, through delicacy and sensitivity (Pilon, 2005).

Nation branding is not a new phenomenon, countries have adopted it from a long time ago. One of the countries that implemented Brand nation in their strategies is France. For a long time, France was the country of beauty, while Paris was the city of love and glamour. In fact, since the 17<sup>th</sup> century, France went to rebuilding its image abroad, while focusing on managing their reputation as one of the main resources of a nation power (Melissen, 2005).

In order to implement a successful strategy of branding, countries must control their branding if they want to compete with other countries. The process of branding is not a short term process; a long term strategy should be implemented to succeed. In marketing, the term of branding is always related to the term of repositioning. In other words, Country A is implementing a strategy to reposition itself, and to brand itself to gain competitive advantages over other countries (Glimore, 2002).

Nation branding should be directly related to the mission and vision of the country, therefore, national brand strategy determines the most realistic, competitive, and compelling vision of the country. The strategies implemented should play a key role in supporting the country vision,

while being reinforced by every act of communication between the country and the rest of the world (Anholt, 1998). The main key points in national branding are awareness, attraction, and perfection. With these three key points, nation branding can succeed in repositioning the country, while providing it with attractiveness around the world.

Anholt (2007) reformulated the concept of nation branding, and it became ‘Competitive Identity’; based on his approach, competitive identity enhances the national competitiveness using public diplomacy and brand management. Within this approach, it is highly important to mention that nation branding or competitive identity can be a tool in the development of a nation’s soft power.

The campaign to promote the country is not only related to the slogan or the investment made, but also to the long term process in which each task should be assessed to maintain a high performance in switching and repositioning the country. A huge number of countries are applying this strategy in order to develop themselves, even though they are facing a huge number of difficulties. These difficulties are simplified with the residents’ acceptance of these changes.

Countries with a specific religious approach, trying to promote the country, and being open to the international, try to duplicate several approaches implemented in developed countries. The main problem is that some of these implementations are a long term process since the residents need to change their behavior and accept new approaches. Therefore, it is important to give the residents enough time to adjust to the new approaches and implement them in their daily life. This adjustment will impact the culture and adjust to a new approach.

Consequently, the sport was used as a tool by governments to improve their diplomacy, showing case that governments are changing their mission and vision to provide residents with a better

life. For a better understanding on the use of sport, it will be important to dig into history to find out the evolution of the sport and how governments from different regimes and different ideologies used sport, mainly hosting sports events, and what were the outcomes generated from these events. Chapter one will be focusing on the evolution of sport, and the creation of rules and federations in sport events, as well as focusing on the use of sport by the governments, mainly focusing on different regimes hosting mega sports events, and what were the generated outcomes.

Additionally, a government using sport to improve its image, will not be based just on hosting international sport events, but it goes further in investing in sport abroad, in different countries. This type of investment will boost the will of the government to change its image internationally and to maintain a better level of diplomacy. When a country is trying to use sport for its own development, two main developments can be realized, an internal development within its territory, like the case of hosting international sports event, and an external development, like the case of investing in sports clubs in different countries.

The external form of investment is totally different from hosting international sports events; these are financial investments in the true sense. Nevertheless, these investments are integrated into the sports diplomacy in the sense that they participate in boosting the image of a country, therefore, they are complementary to the internal sports development (IRIRS, 2002).

My work will be based on the two following definitions, the first one by Morgenthau, (1960) who mentioned that “*when we speak of power, we mean man’s control over the minds and actions of other men*”, and the second one by Joseph S. Nye (2004), who defined soft power by ‘*the ability to shape the preferences of others without threat or payment*’. These two definitions

continue each other, while keeping in mind that the tool used here is sport, therefore, it is not about control but about influence. Therefore, the ability to influence others by attraction aims at getting internal and external legitimacy. Besides, in the history, sport has been used as a means of social control (Donnelly, Atkinson, Boyle, & Szto, 2011). So, the main query is that governments are still using sport just as a tool to improve their image. Therefore, in the following parts, I will focus on the following words **Power, control/influence, internal and external legitimacy.**

In other words, the aim of this work is to check if sport is used to generate power, and if this power generated can provide a type of control, while focusing on the use of sport on an internal and external level. The next point will focus on the possibilities to understand and measure, on the internal and external level, the use of sport to generate outcomes like control and power. See

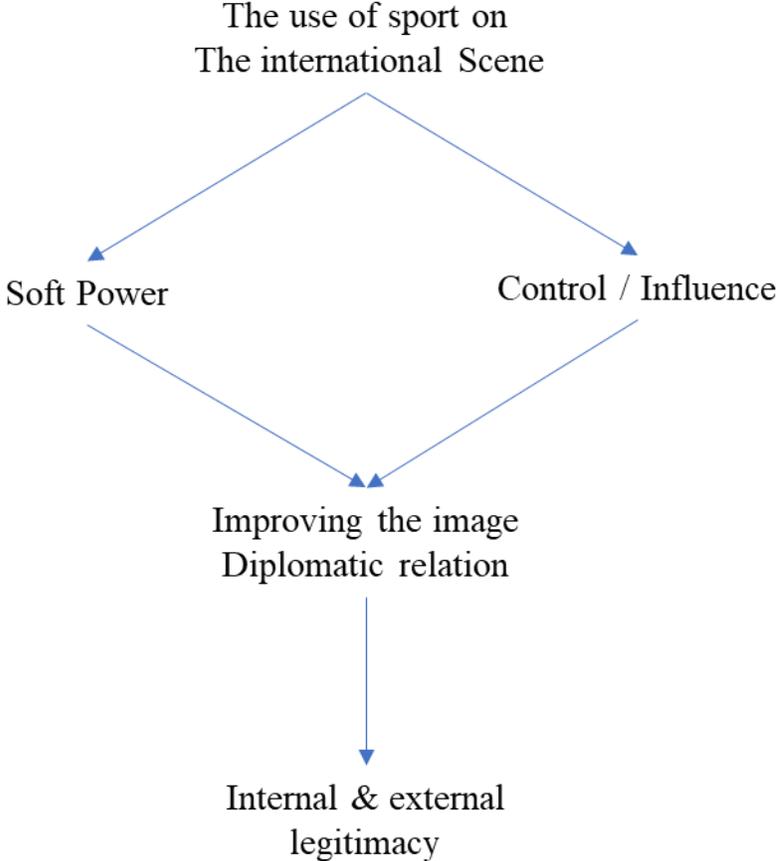
Figure 1 illustrating my approach.

Figure 1, is the role of sport to generate power and either control or influence. Anyhow, the results from generating these two outcomes can be used on both internal and external level, which mean that they complete each other. These outcomes, generated on the international and national level, are related to the economic, social, political, and environmental pillars. Every outcome generated depends on the need for the government. Governments usually set up a plan with mission and vision, and to reach their objectives, different strategies are planned and applied towards their objectives. Consequently, chapter two will focus on the benefits generated from the use of sport on the different four pillars to provide us with a better understanding on the use of sport and what researchers were able to find as outcomes. This work will be focusing more on the political and the social impact while mirroring on the other benefits generated.

Furthermore, it is important to mention that the outcomes generated on the internal and external level are complementary and help in boosting the will of the government.

Mainly every government creates a mission and visions planned for the coming years and set different strategies to reach their objectives. This work will assess the use of sport on the international and national level, by Qatar, while understanding and measuring the outcomes generated. The results of the outcomes will clarify whether or not the use of sport generated power.

**Figure 1 The use of sport to generate outcomes**



*Source: Wadih Ishac*

### **The central question of the study**

The work is based on two different methods; these methods will help to measure and to understand how a country is using sport for development and improvement. When a country proposal succeeds in winning the hosting of an international sports event, several impacts are generated. Therefore, one of the main topics is to measure the impact generated from hosting international sports event and how this impact can be used in favor of the government objectives. Beside hosting international sports events, sport is used differently as a mean of recognition. Therefore, the second part of this work will try to understand why this country is investing in sport abroad in other countries and what are the benefits generated from this investment. It is important to understand whether this type of investment generates a positive impact for the country investing and the country hosting this investment, or if it is a one-way direction benefit. This work will focus on the decision made by a government to invest in the other government. The investment between these governments has several impacts on different pillars; what are the impacts associated with such an investment on both countries?

In the Arab world, there is an area known as the gulf, formed of mostly small countries; these countries formed what is called the GCC (The Cooperation Council for the Arab States of the Gulf). As mentioned earlier, this area is formed from a group of states that have massive financial resources. These states are rich with money, and at the same time they have been clamoring to host massive global sporting events and have been willing to spend significant amounts of money to host them. In effect, these governments end up paying for these events. The excess money in the GCC states are sourced from the export of oil and gas. Many of them are geographically small, with developing cities and physical infrastructures, yet these countries, have been active in hosting, wanting to host, and inviting international sporting teams and

institutions not only to hold mega sports events on their territory but to use it via infrastructure development, urban regeneration and raising their international profile. Many governments use international events to boost their national images seen by foreign publics (Manheim, J. B., & Albritton, 1983). Therefore, the host city can project an optimistic image to the rest of the world. In a different region of the world, similar countries have used sport for the same reason, like how Hong Kong strived to be an attractive business and visitor destination through hosting the 2009 East Asian Games (Michael YU, 2004).

For a better understanding of the strategies of development, the literature on development broadly acknowledges the necessary linkages between political strategizing, long-term planning and social change. Development is not only tied to financial or monetary growth, but also to indicators such as knowledge rates, overall health, and other welfare dimensions. This work will be focusing on the case of the State of Qatar, and how it's using sport. The pattern of development of the state of Qatar indicates that the development is not only focusing on economic growth; it is accurate to argue that the country's overall growth has been mainly the consequence of the country's massive hydrocarbon exports. Over time, however, the government of Qatar has been using financial revenues to spur on the change in social relations, culture, political representation, national identity, and ties to the world via its active foreign policy, among others. Furthermore, this financial power is used by the government in a way to generate a modern image and an international status which will highlight their existence on the global maps (IRIRS, 2002). Moreover, Qatar is seeking a balanced foreign politics; the country strengthened its relationship with the United State of America by hosting the American military basement (IRIRS, 2002). The financial status provides the country with the opportunity to ensure business with all the countries and create a good diplomatic relation with all of them. Therefore,

why considering its capabilities, the country chooses to invest in sport? What is the purpose of hosting such massive international events? What is the purpose of investing in a foreign sports body? And how would Qatar benefit?

The State of Qatar invested in the French sports body after buying the Parisian football team (Paris Saint-Germain). Why did Qatar decide to invest in France? More precisely, why in football? Is it to develop a better recognition on the international scene? Is Qatar's investment related to promoting the country image? Or is it related to economic benefits? Moreover, what are the benefits that France is getting from allowing this investment? Is this investment affecting negatively on the image of France, Paris? Is it affecting positively the French society? Should Qatar continue investing in the French football body, or in a different sector related to sport? All these questions will be assessed further in this work.

As seen in

Figure 1 several outcomes can be generated. Therefore, this work will focus on the impact generated from the investment made between Qatar and France, which will be related to the external investment made by Qatar in sport. Other than the external investment, this work will be focusing on the impact generated internally on the residents through hosting international sports event. Allison, L., & Monnington, (2002), mentioned, that sport is important in the process of socialization of young people into global society. Therefore, the work related to assessing the residents of Qatar will be focusing on collecting data of the young generation residing in Qatar.

As a result, this approach is trying to find out the link between the use of sport on the internal and external level, and if these investments are related to the development of the country and to the generation of power. To simplify what this work is going to understand and to measure, the below points specify what will be taken into consideration in every pillar targeted, which will mainly be political and social. The work will also link the results collected from the studies and showcase the way they complete or compliment each other.

For the Political Impact:

- Identify the concepts of globalization and soft power
- Identify the relationship between France and Qatar on the economic, social, and political benefits
- Identify the benefits France and Qatar are gaining on the political level (soft diplomacy)
- Understanding if such investment was in favor of improving the power of Qatar

Social Impact:

- Identify if the investment affected both societies

- Identify the relationship between international sports events and the host country.
- Identify the social cohesion based on ethnicity, gender, class, nationality, age, and the benefits they gathered from the international sports event.
- Recognize the effect on the community on psychological aspects and its relationship with the mission of the country.
- Identify the positive and negative impact on the society through hosting these events.

#### Destination Image:

- Identify the benefits of the host city on their image
- Identifying the benefits of the investment Qatar made on its recognition on the international scene.

#### **The methodology of the study**

This study aims to have a better understanding of why the financially rich Qatar is actively pursuing hosting international sports events; and why it's investing in foreign sports bodies. If the main conventional wisdom behind hosting such events is to increase tourism or to make more money, these states are spending more on the events than what they are generating. Moreover, if the aim is also based on the conventional wisdom that there is a global political exposure that could be gained from hosting such international sports events, the state in the Gulf already has important global ties, especially in helping economic and social development in the surrounding Arab states.

Besides social and economic development, Qatar is investing abroad to brand itself on the international scene, so people become more aware of the country, as well as to maintain a good relationship with big and developed countries in case an unbalanced political situation popped up in the region.

Therefore, this work will show why this country is willing to host these international events to foster its development. This development is categorized by moving the country to a new level of development socially and educationally, using its resources not for the benefits of getting more economic revenue, but to improve its standard and to promote itself to a new level, like the developed countries. From the other side, maintaining a good relationship with the developed countries on the political level is required to secure its territory from any hard power that could be created from the surrounding countries.

The study employs two different approaches; a qualitative and a quantitative method. Different methods of investigations were used to provide us with a higher result. Therefore, two forms were developed to provide us with answers, each of them targeting a group of the society.

In this work two major approaches were taken into consideration, the first study is based on a qualitative method. The purpose of the first study is to understand the impact of the investment Qatar made in France, and based on the result other studies based on quantitative method should take into consideration to complement the work made in this thesis. From the other hand, the second major approach was based on a quantitative study in order to measure the impact of hosting a sport event on the society. Based on the result other studies should take place to strengthen the result.

The survey questionnaire targeted the university students studying in Qatar from all over the Arab World, and the in-depth interviews targeted key figures in French sports body focusing on the impact of the Qatari investment in the French sports body, precisely in football.

The use of these two methods delivers valuable and rich results to untie the changing aspects behind the development of the different sector and its role in Qatar's improvement.

## **The structure of the study**

This work is related to the way sport is used as a mean of recognition on the international scene. To have a better understanding of the relationship between sport and the international scene, it is important to define what is international scene. As previously mentioned above, international scene means international relation, which leads to relations between countries. Researchers mentioned that international relation means generating power, which can be generated in two different ways; either hard power or soft power. In the case of sport, soft power is generated more.

Therefore, the first step was defining what is power and soft power. As a result, the following were recognized: **Power, control/influence, internal and external legitimacy.**

The relation between these words is simplified in

Figure 1. Based on the outcomes generated from these definitions it was important to understand the development of sport and how sport was used by other countries throughout history. Therefore, chapter one focuses on the development of sport and the way governments from different regimes profited from sport.

Furthermore, the work also focused on the impact associated with the use of sport. Based on researchers these impacts vary between economic, political, social, and environmental impact (Pieterse, 1994; Robertson, R., & White, 2007). Hence, chapter three focus on the impact generated from the use of sport.

This work focuses on the impact generated on the social and political level, since these two pillars were more developed for providing better knowledge. I first understood how sport developed in history and how countries used sport in their development, either internationally or nationally. Then I noticed the effect of these events on the residents and population, and how governments profited from the effects of such events. This work focused on the case of Qatar, a country who has lately become more involved in the use of sport in different ways.

This work focuses on assessing the approach mentioned in and applying it on the case of Qatar with a will to understand whether this country is using sport to generate power or something else.

Since it has been seen that sport can generate outcomes internally as well as externally, this country had several investments in sport internationally, like hosting international sports events. Therefore, two different methodologies were defined for the use of sport, the first is investing in sport in a foreign country and the second is hosting international sports event, and both approaches will be applied to the case of Qatar.

Since Qatar is trying to promote itself locally as well as internationally, Qatar invested in the Parisian football team Paris Saint-Germain. Here, two different elements appear, the first one being the impact of investing in sport internationally and the second one being the impact of this investment has on France. In their study, García & Amara, (2013) focused on the perceptions of Arab investment in European football clubs: The case of Malaga and Paris Saint-Germain. Based on that, the third chapter focuses on understanding what are the benefits France is receiving from allowing Qatar to invest in the French sports body. Is this investment is a win-win situation for both countries?

While this investment promoted Qatar on the international scene and helped in gaining political power, France gained economic benefits as well as improving the image of the city (Paris) by at least providing it with a better positioning among the well-known cities. It also improved indirectly the society through shaping the young generation to focus on the practice of sport.

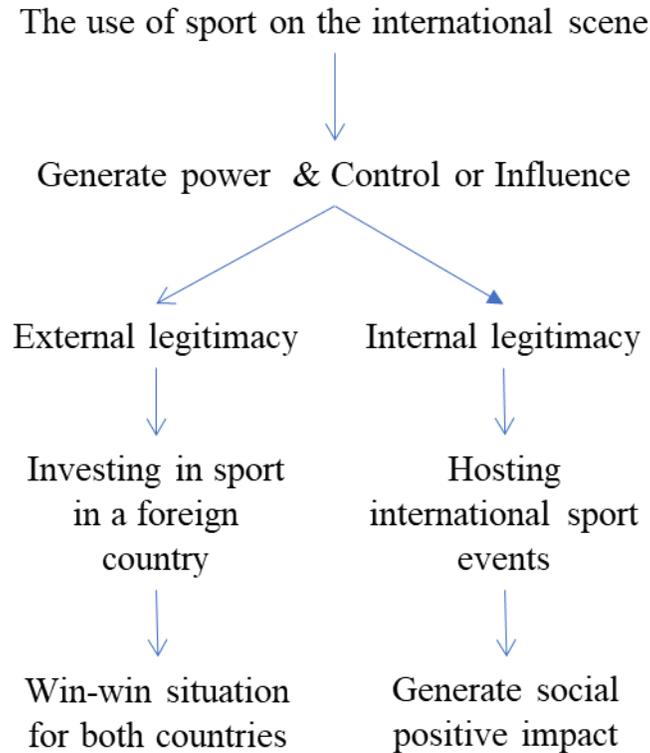
Thus, researchers focused in their studies on assessing the impact of hosting international sports events. After covering the literature review, this work also focused on assessing the Socio-psychological impact associated with hosting international sports event, concentrating on the 2015 Handball world championship that took place in Qatar. Since the country is trying to improve itself, it is important to study the impact associated from one of the sports events that Qatar is hosting on the society while focusing on the new generation of its residents. Therefore, the study focused on assessing the socio-psychological impact generated from the students of Qatar University. As a result, two main hypotheses were made related to the internal use and external use of sport to generate outcomes. These hypotheses are simplified by the following:

**Hyp1: Foreign investment in sport is a win-win situation for both countries**

**Hyp2: Hosting international sports events generate social positive impact**

Figure 2 shows the structure that helped us reach these main hypotheses. Indeed, each study has several hypotheses to be proven which will be pointed out in the following chapters. These hypotheses go below the umbrella of the above main two hypotheses, which lead to the understanding if sport generates power, control or influence.

**Figure 2: The structure of the study**



*Source: Wadih Ishac*

Furthermore, chapter three focuses on the investment made by Qatar in a foreign country, while chapter four focuses on the impact associated with hosting an international sports event. The idea is to assess the use of sport internationally, as well as nationally. The hypotheses related to each study will be mentioned in the following chapters.

As a result, the number of hypothesis in both studies were proved, verifying that the use of sport generates a positive impact on the social and political pillars, which leads us to say that the use of sport generates a power defined as soft power. In our case, we cannot mention if this power

that is generated is used to control or to influence since the country is aiming for a balanced positioning (IRIRS, 2002). So here, the power generated will be used to maintain a balanced situation which works to the benefits of this small country.

The last part of the work will show a new model of the use of sports to generate power, but the power produced won't be used in favor of government decisions, instead, it will be used in favor of the society.

Instead, the power generated will be in favor of humanity or the need of residents. In another way, listening to the needs of the residents, listening to their struggles, and using sports events to generate outcomes which go directly to the residents, providing them with their need. In this way, power is generated but in favor of the residents and humanity, which could be used as well by the government to have a good standing with its residents.

Therefore, the use of sport will provide the residents with the opportunity to help in solving different problems that governments, even if they're trying to solve them, are taking a lot of time to put their strategies into action. The power generated will be used to spread peace while changing the context of what sports we usually use for, hoping to reach a situation where sport is facing a new era of peace.

## **1 Chapter one: The history of the use of sport as a major world power**

Sports are considered one of the most important leisure time activities that uniquely affect the everyday lives of billions of people (Markovits & Rensmann, 2010). Sports cultures have been characterized by huge changes. Hence, by analyzing these changes, we find complex processes that involve global transformations due to many factors (local and national). In the nineteenth century, sports cultures were first shaped by many different cultural narratives and patterns. Transcended national and local affiliations also played an important role in sports cultures' formation. In the wake of globalization's first wave, the national and the local continued to be resilient forces. Moreover, substantial changes involved sports through the process of second globalization. The sport consumers' wish to watch and follow the best of the best may enhance acceptance of an otherwise possibly disliked "other" (Markovits & Rensmann, 2010).

### **1.1 Globalization and Global Players**

Sports can frame and stabilize social as well as political identities around the globe. Subjects related to sports are seen in different type of social media, from movies to series, to the other type of people entertainments. Sporting events are the most watched television programs in the world. For example the World Cup Tournament which was held in Germany in the summer of 2006 was watched by approximately thirty billion viewers (Markovits & Rensmann, 2010). Moreover, more than two billion of the world's population was watching the final match alone. Sports' major protagonists have changed into global icons. Soccer heroes such as David Beckham, Zinedine Zidane, Ronaldinho, Lionel Messi, and Thierry Henry are recognized and admired all over the world (Ferner, A., Bélanger, J., & Westney, 2008).

The same applies for major professional players in basketball: Michael Jordan, Kobe Bryant, Yao Ming, Dirk Nowitzki, and LeBron James. Not only professional players, that's go beyond to reach teams, these teams are represented as the best teams in their countries, as well as on the international (Markovits & Rensman, 2010). For example in football the Spain is recognized by Real Madrid CF, FC Barcelona, while England is recognized by Manchester United FC, Chelsea FC, Liverpool FC, Arsenal FC, Germany is known by FC Bayern München, and Italy by Juventus Turin, AC Milan, and FC Internazionale Milano (Inter); in basketball the Los Angeles Lakers, the Chicago Bulls, and a considerable group of other type of sports have attracted attention well beyond their location and their area of practice (Markovits & Rensman, 2010). Correspondingly, for some team owners, sports prove symbolic, social and "cultural capital" as much as they achieve financial interests. These capitals entail social recognition, public attention, and collective practices (Markovits & Rensman, 2010). Very often, such teams are not beneficial and represent a financial burden. Nonetheless, they are constantly considered as sources of pride and social status for their owners (Markovits & Rensmann, 2010).

In fact, investors are impatient to own influential sport teams for so many attractive reasons. Foreign businessmen own more than half of the English Premier League's twenty clubs, and basically none of them purchased these clubs for economic benefits (Hughes & Thomas, 2008). Therefore, the notion of local and national identity disappeared from the ownership, even of the most globalized entities in modern sports, let alone their local representatives. However, one cannot consider "global players" just as public figures of politics, business, or multinational corporations competing on the world market, powerful nations in international politics, or global institutions. Considering the symbolic and cultural capital they generate, the many millions they attract and assemble, as well as the changing public spaces in which they operate, global players

should be looked at in a more literal sense, as actors on the sports fields in the global age. It is important to realize the relation of sports to its cultural and political impact, which is its symbolic capital that clearly is way beyond the claimed commercial importance (Markovits & Rensmann, 2010).

### **1.1.1 Politics of Sports and the Global Capital**

The more global sports are, the more embedded in politics they become. Sports constitute a basic display of political authority and interfere in usual political matters. Throughout the twentieth century, dictatorships utilized the charismatic power of sports for their own interest, which are often vicious. For instance, Adolf Hitler harnessed the Berlin Olympics in 1936 for his regime's propaganda purposes. Yet, even for politicians in the liberal democracies of the advanced industrial world, sport has become familiar and essential, at least to foreigners with a deep interest in it. On the other hand, generally such interest is genuine. Hence, it was natural for Tony Blair, then the British prime minister, to have stopped a crucial cabinet meeting upon receiving the news that David Beckham had broken his right foot and was thus unable to play for England in crucial games.

Of course, it is obligatory for every head of state and head of government in Europe (including Schröder female successor, Angela Merkel) to attend all the important matches that her or his country's national soccer team compete in, even if it is beyond the World Cup. Silvio Berlusconi, Italian prime minister on multiple occasions, used his success as president and principal owner of AC Milan to convince the Italian public that he could govern the country with similar results, bringing to Italy the same fame and pride that his club "Milan" attained. Berlusconi's "soccer power" was essential on his road to attaining the pinnacle of Italy's political

power (Markovits & Rensmann, 2010). Political campaigning, governing, and symbolic politics often require references to sports. Using sports as “cultural capital” has become mundane in many societies and is not limited to populist politicians like Berlusconi. Sport as an ornamental tool has turned into a globalized phenomenon, which is part of our ubiquitous and inescapable trendy (Mudde C,2004). Sports play a significant role in the lives of most American male politicians. For instance, Barack Obama proudly reveals his love of basketball, which he played regularly on many campaign stops. He also announced his picks for the 2009 NCAA Men’s final tournament on national television, which was known as the “Big Dance” or “March Madness”, and completed his brackets in front of millions (Markovits & Rensmann, 2010). Sports have steadily increased their presence and importance in political life in the contemporary world. No political reader can escape the culturally symbolically powerful world of sports, even if he or she would like to do so (Nordland & Al-Izzi, 2009).

### **1.1.2 Modification of Global Politics and Culture by Sports**

Hegemonic sports cultures such as political cultures and political party systems represent solid and constant spaces that resist change and offer newcomers few opportunities for entry. These sports cultures continually, and very often successfully, accommodate, with a very strong resistance, pressures exerted by contemporary globalization.

On the other hand, it is suggested that postindustrial globalization puts these solid spaces under new and unprecedented pressures. These cultural spaces tend to be challenging, just like national, regional, and local identities are challenging on multiple levels. Furthermore, traditional collective patterns and allegiances that constitute the established gap in the frozen landscape of sports and politics began to melt around the edges.

Basically, sports globally offer a key medium for cosmopolitan cultural change as an important part of popular culture (Markovits & Rensmann, 2010). Hegemonic sports, especially soccer, are the front of sociocultural globalization and cosmopolitan turns. Global players on the field are admired by locals as well as those across the world (Markovits & Rensmann, 2010). They are considered representatives and facilitators of more exclusive cultural self-understandings in today's diverse societies. Sports tend to be the first cultural space in which migrants are socially recognized; it cuts across all national and cultural boundaries and transform identities. People love good players, especially ones on their team, regardless their origins, the color of their skin, or their religion (Markovits & Rensmann, 2010). Such players are international migrants who attract global audiences with their skillful performances, gaining interest and affection wherever they play (Markovits & Rensmann, 2010). Of course, if professional teams lack international diversity, they are then risking in being less competitive. However, this rule applies to other areas of society as well (Ridge, 2009). Today's sports generate a broad cultural cosmopolitanism; this cannot be found except in the global society which is still divided along social cleavages, national borders, and other conflicts. Nationalism, dictatorship, exclusive identities, power, and money continue to remain important in sports and society. However, this does not neglect the new exclusive attachments, multiple allegiances, and the increasing relevance of new forms of cosmopolitan identity that sports cultures clearly provide (Markovits & Rensmann, 2010).

Furthermore, from a different perspective, hegemonic sports cultures play a key role in the global developments. These cultures are to be questioned and challenged. Adopting Kwame Anthony Appiah's notion of "counter-cosmopolitanism" which he attributes to religious neofundamentalists whom he portrays as intolerant "universalists," all fundamental opponents to

cosmopolitanism and all agents of exclusion on religious, ethnic, or cultural grounds are identified as counter-cosmopolitans. Indeed, this applies to the world of sports. The potential transformation of hegemonic sports cultures also evokes fears and defensive reactions on both sides of the Atlantic. On one hand, we perceive resentment against the incursion of “un-American” soccer in the United States, whereas on the other hand, we observe derision in Europe against the allegedly “un-European” “Americanization”, “feminization”, and “commercialization” of soccer (Dunning, Murphy, & Williams, 1990).

### **1.1.3 Cosmopolitanism Sports: Global Language**

Sports are generally understood and spread on large-scales. It is very rare to find things that are broadcasted and followed by the majority with no arguments, objections, or challenges. Sports is one of those rare things and that may be considered as a complex construction which includes those who are involved in sports, those who regularly follow sports as fans, as well as those who follow and participate occasionally in sports, especially during major global sports events. This may be due to the concept of sports having unique and apparent characteristics that are globally accepted. Each sport has its own identity derived from the global accuracy of each one. From Berkeley to Berlin, basketball players make personal fouls and fight for rebounds. From Delhi to Barbados, white-clad cricket players have lunch or tea in clearly understood and delineated periods within a match (Markovits & Rensmann, 2010).

Basically, the very accurate intelligibility and practically perfect acceptance of institutional rules and informal codes are the reason behind the evident globalization of sports. Those informal codes are in fact elaborations of the rules in the actual practice of play and include the widely understood and exercised circumventions of such rules which are tacitly

approved as part of the metalanguage accompanying every sport (Markovits & Rensmann, 2010). Each sport's identity demands a specific language and set of rules. There is no particular reason why hands are not allowed to propel the ball in soccer, just like there is no reason as to why the moon is feminine in French and the sun is masculine; in German, the exact opposite is true (Markovits & Rensmann, 2010). Usually sports devotees attribute qualities to their beloved sports. However, unscriptedness is one important dimension in which sports differ markedly. This is important to all modern sports otherwise they would lose the signifier of "sports". The World Wrestling Entertainment (WWE) contestants engage in a physically exacting endeavor, but no one regards it as a sport because its narrative is scripted and its outcome is predetermined. The uncertainty of results is the vast difference between sports and other related human activities that are very similar to sports. The totally unexpected outcomes, also known as upsets, are considered the most important element of sport's unscriptedness. Regardless of how much a team or player is more superior or better than the other, winning the contest is never a certain conclusion.

The universal acceptance of sports languages has become so typical during the twentieth and twenty-first centuries. In fact, few are those who are aware of the social and cultural regularity of their dissemination. However, the development from local variation to international standardization has centrally transformed sport. This aspect is what distinguishes modern sport from traditional games. Seven other factors accompanied this process: secularization, egalitarianism, bureaucratization, specialization, rationalization, quantification, and the desire to win as well as to break records in the process (Markovits & Rensmann, 2010). But the very legitimacy of excellence and supremacy is defined by claiming a global stage.

Through the development of the latter half of the nineteenth century, this embodies an absolute social and cultural watershed. It reveals the first substantial transformation of sports from ritual to record and professional competition with mass audiences. Sports mutated from the world of localized (and disorganized) activities to that of globalized following (Allen, 2004). In addition to sports, the laws of the natural sciences are also a globally understood and universal language. In the early 1960s, Lawrence Kitchin noted that soccer may be the only genuinely accepted and widely legitimate “global idiom” apart from such sciences (Dunning et al., 1990). Yet, the interpretations of these languages present what was thought to be universal as doubtful. Many presumed universalisms tend to depend on culture or country; at least they often appear that way. This also applies to political systems that do not approach the ubiquity of sports. Moreover, politics succeed in using their national interests to destroy sports’ universality. Proclaimed competitions and the established enemies are considered a part of sports cultures and their development. Most of the time, collective identifications can be used to determine distinction, especially between those who are close and consist of the biggest traditional rivalries in sports; such as Ohio State fans who show disdain and hatred for their Michigan counterparts (and vice versa) in college football (Markovits & Rensmann, 2010). Furthermore, these rivalries are unscripted and they enhance appreciation for the sport and thus reinforcing the universal character of sports languages (Bonnie, 1996).

## **1.2 The development of sport games**

Between 1875 and 1895, during the rise of the industrial modernity, more than seventy new sports associations were founded in Britain, all of which became the structures, loci, and agents of the new languages that are called sports (Markovits & Rensmann, 2010). However, games of all sorts have existed in every society. “It is the English who have been far and away and who are

the world's most inventive when it comes to sports. Soccer, lawn tennis, cricket, hockey, modern boxing and athletics, badminton, bowls... are all English products...the English merely stepped in and got them organized, drew up rules and regulations and laid down specifications such as sizes and types of playing area and equipment. If they hadn't, tennis today might still mean bashing a ball against the walls of a mockup of the courtyard of a French chateau" (Wallace, 1975).

Before the fourteenth century, variations of football have emerged. Predecessors can be found in locally distinct, largely unregulated, and ritualistic folk games of the common people (Elias & Dunning, 1971). In the eighteenth century, the development of clubs and federations, written rules, the keeping of detailed records, and regulated competition all occurred in Britain (Holt, 1990). Britain also invented modern parliamentary democracy, where losing did not lead to death, exile, shame or any kind of disgraceful ending, but instead simply was an opportunity to replay the match as it were. Within the British development, sports grew into an excellent ground to experience and integrate emotions in a cultured manner, and that is what characterizes all modern sports to this day.

In the early to mid-nineteenth century, baseball developed in America particularly in East Coast urban centers, and the New York version of it was codified and institutionalized. In the 1840s, cricket joined as the second modern team sport in the world (Markovits & Rensmann, 2010). By 1846, students at Cambridge University were trying to establish a master game of modern football that justifies all the variations of the game that was played throughout the colleges of the university; therefore, a game originated from the differing styles played by graduates of Rugby School (Markovits & Rensmann, 2010). These graduates preferred the use of hands and running with the ball, as opposed to graduates of Harrow, Eton, and Winchester, who

avored using their feet and dribbling the ball (Goldblatt, 2008). They also constructed laws that provided the basis for the formation of the official rulers of the Football Association (FA) in 1863. The official Football Association sanctioned the new game. Hence, it was called “Association Football”. The main rules of soccer are basically the same since 1863. Yet, in the years later, crucial developments rapidly took place and regulated this game to a barely recognizable game a decade before (Dunning et al., 1990). By 1888, all the constituents that composed the structure of soccer in the earth to this day had emerged (B. Murray, 1998). The first globalization of soccer was well on its way.

By 1953, Geoffrey Green admirably wrote a book entitled *Soccer: The World Game* (Green, 1953). Since then, the two terms “world game” and “soccer” have become synonyms. Yet, this is not a precise belief and is considered an arrogant claim on the part of soccer’s advocates. In addition to that, it is disturbing for those having other hegemonic sports cultures dominated. When the second globalization appeared, soccer’s global presence was genuinely obtained. Therefore, Soccer represented a convincing testimony to Britain’s economic power. The game reached popularity in countries not ruled by Britain. However, both cricket and rugby codes became the legacy of Britain’s political power by controlling the sports spaces of countries that were directly governed by Britain as its colonies (Markovits & Rensmann, 2010). A paper by Colyvas and Jonsson (Jonsson & Colyvas, 2011) distinguishes the difference between diffusion and institutionalization. It clarifies the varying weights that hegemonic sports assume in a country’s sport space. In Europe and Latin America, soccer’s institutional presence and cultural diffusion have been “widespread, conventional and appropriate” to use Colyvas and Jonsson’s terminology. Whereas in the United States, Canada, Australia, New Zealand, India, and other “non-soccer” countries, the game’s institutional existence was “accepted” long ago though the

game's cultural diffusion has remained insubstantial and insignificant up until now. By reversing this pattern, it will be possible to understand the situation in Europe where the North American Big Four have had an institutional presence for some time, though their cultural diffusion remains secondary to that of soccer (Markovits & Rensmann, 2010). The globalization of Association and rugby football did convey a total devastation of football's diverse local versions. As a matter of fact, many are still played to this day. There are also further popular local versions of football that still exist today: Haxie Hood and Hurling the Silver Ball in England; Kemari in Japan; La Soule in Brittany, Normandy, and Picardy; and Marn Groom. However, none of these local versions of football is better known than the Royal Shrovetide Football Match of Ashbourne in Derbyshire, England. Since at least the twelfth century, it has been contested every year in Mardi-Gras and Ash Wednesday (Markovits & Rensmann, 2010).

In Ireland, the British games were recognized as the enemy and thus they were avoided. They were also forbidden by those committed to the Republican. This was considered the most interesting, long-lasting, and specific political resistance to both football games, Association and rugby. Rather than the British games, alternative games appeared as the Gaelic games of hurling and football. Together with the Catholic Church, they became the most important hegemonic institutions of Irish identities over many decades (Markovits & Rensmann, 2010).

On the other hand, the languages of cricket and rugby football as an alternative of the Association game became the *linguae francae* of the contemporary hegemonic sports cultures of India, Pakistan, Australia, New Zealand, South Africa, and the West Indies (Markovits & Rensmann, 2010). This is specifically due to the characteristics of British colonial rules that are related to classes. Additionally, the United States and Canada also did not adopt these as their primary hegemonic representative thus joining the category of the former British colonies.

However, other British colonies, the United States and Canada transformed extant British games into North American sports that then developed into their own sports culture: rounder's into baseball, rugby football into American (and Canadian) football, field hockey into ice hockey; and netball into basketball (Markovits & Rensmann, 2010).

### **1.3 Cosmopolitan Change and Global Players**

Local cultures continued to be a powerful and flexible force opposing globalization's effects, whether them being good or bad. Moreover, local cultures are undergoing crucial changes, which are as a result of the challenges imposed on them by globalization. Globalization in sports contributes more than "merely another layer that exists in addition to—not instead of—the teams' local roots and parochial milieus" (Markovits & Hellerman, 2001). It restores sports' new face into what Robertson has termed "glocal" (Markovits & Rensmann, 2010). The second globalization of sports cultures may have intensive consequences. Yet, it will remain localized and restricted to what limited the first globalization, since the first will always be a part of any sport's core identity. Despite the many similarities that globalization has granted them, the Red Sox and Arsenal will always remain apart and stay deeply attached in their original environment. The links between local, national, and global remain multiple. A great number of networks and knowledge is one of the nowadays commonalities. Occasionally, globalization may add a new measure to pre-settled sports cultures. There exists no certain adjustment between hegemonic sports and newcomers (Markovits & Rensmann, 2010).

American culture has adequately demonstrated for well over a century. Similarly, it is quite possible to follow more than one sport on a regular basis, so it is very possible to be completely fluent in three or more sports languages. However, there exists a vast difference

between being conversant with sports belonging to one's traditional sports culture and being familiar with sports from outside this traditional circle. Only few people can confidently walk between the worlds of the new and old and speak the languages of different sport cultures fluently. Furthermore, local attachments and interests should not be retrieved by global ones. A local club fan can still support her/his national team and enjoy watching and following another neutral team which usually tends to be global. For instance, it could be Manchester United on the club level or the Brazilian *Selecao* on the national level. The number of those who want to follow the very best players in their respective sports and turn to the places where they perform is increasing. Such an act inspires cosmopolitan attachments despite the traditionally local and national ones. It also provokes increasing mass communities in different hegemonic cultural spaces. The major finals in each sport (World Cup Final, the cricket or rugby World Cup finals, the European Champions League final, the NBA finals, the World Series, and the Super Bowl) have developed into global games that attract various viewers around the world (Markovits & Rensmann, 2010). Indeed, a diversity of viewers show very different levels of interest, love, and language proficiency. Therefore, among their thrilling competitions, the best players of each sport activate populations around the world, overcoming the traditional and accustomed identities and cultural spaces and enhancing new cosmopolitan ties across national boundaries and borders. A huge modification occurred in the way people apprehend identities in the United States, Canada, Australia, New Zealand, and Western Europe. This is also linked to the rise of the second wave of feminism which is considered an important part of the phase of the second globalization and a great source of power that has changed the topography of sports (Markovits & Rensmann, 2010). Over the past two to three decades, gender related exclusion such as the shaping of masculine collective identities and spaces of fraternal bonding among the most

distinctive features of hegemonic sports cultures (Mangan, 2000) has been overcome under increasing pressure.

### **1.3.1 Transfer of Sports and Sport's Cultures the case of the USA**

Indeed, the second globalization of sports cultures affects today's transnational political cultures and identities (Markovits & Rensmann, 2010). By observing soccer's development in the United States, we can notice that the sport's presence has absolutely undergone a significant transformation over the past three decades. Thus, soccer in America has reached a stage of "Olympianization". The game's substantial events (the World Cup, the European National Championships, the year-long Champions League matches, and stateside visits by the best European Super clubs such as Barcelona, Real Madrid, Chelsea, Inter and AC Milan) have undeniably gained solid attention and powerful friction in America's sports topography (Markovits & Rensmann, 2010). However, the game's local manifestations are still a minor existence. The later European changes that took place in soccer's existence across the Atlantic have become part of the game's globalization. In basketball, there is a condition called the "Nowitzki effect", which originated from the life course of a player named Dirk Nowitzki. Nowitzki is a local boy who has risen to superstardom in a top league of his sport and helped catapult the sport way beyond its former marginality in his home country, merely by activating a powerful synergy between national pride and the universal desire to succeed among the best. In a way, the "Nowitzki effect" can be much more beneficial and more facile in improving a sport's cultural standing than the "Beckham effect" by dint of the undiminished power of national and local ties in this age of globalization.

Furthermore, cultural transfers in artefacts such as tattoos, melodies, high fives, and baggy shorts reveal that these transfers have changed important supplementary characteristics of sports' capacity that shows an obvious manifestation of cultural cosmopolitanism. However, its solidity remains modified by its being limited to the realms of mimicry and imitation.

### **1.3.1.1 The “Olympianization” of Soccer in America**

When the United States men's national soccer team startled the world by defeating England 1-0 in the group stage of the 1950 World Cup in Brazil (Markovits & Rensmann, 2010), its feat was treated with nearly complete neglect from the American public and media. However, the rest of the soccer world had admired the World Cup as the premier soccer event and maybe sports tournament in the world. Even when their squad was participating and competing with the best teams in the world, Americans were uninterested. America follows the World Cup to an extent that it diminishes in comparison to the captivation seen in the traditional soccer world and the World Cup. However, the game of soccer usually remains marginalized in the four years between tournaments, even though some slight changes are always in progress within this field. Basically, soccer has become “Olympianized” in the United States over the past half-century through the World Cup (Markovits & Rensmann, 2010).

### **1.3.2 The improvement of the World Cup in America**

When the Americans took the field against world heavyweights England in 1950, they had on their résumé a 3-1 loss to Spain four days earlier, a lackluster 1-1-2 record in World Cup qualifiers, and seven straight losses by a combined 45-2 score prior to that. The team basically

consisted of amateurs and semi-professionals: a dishwasher, a mailman, a teacher, and other; for them, playing soccer was more likely a hobby than a source of income. They were a simple team of soccer players from a country that did not pay attention to the game. America did not give the sport and its own team any attention, so the 1950 World Cup in America was dismissed before it even began (Markovits & Rensmann, 2010). The response of the print media was particularly proper; exactly one American newspaper had a reporter on hand at the World Cup. After their sensational victory over the English, the Americans lost to Chile 5-2. The Americans returned to their home to the United States and were disregarded, nobody paying them any attention; this still languishes in total obscurity apart from a few historically interested soccer fans. The players of the American team suffered from the lack of respect as well as the required attention since soccer mattered little in their own country, and America mattered even less in the world of soccer. Unfortunately, the burden that American soccer experienced ended sixty years later. The World Cup recorded no American presence until the 1990, so the three subsequent tournaments held in Switzerland (1954), Sweden (1958), and Chile (1962), countries with little cultural profile in the United States, offered no opportunities for rising the World Cup's standing stateside. The next chance for America to gain ground in the World Cup appeared in the 1966 tournament that was held in England where the most outstanding and positive cultural profile of any sport in America existed. America shared a common language, heritage, and history with England, making the tournament a perfect candidate to attract American attention. However, London with all of its cultural markers (from Twiggy to the Beatles; from miniskirts to Mini-Coopers) defining the hip zeitgeist already had an effect on America's cultural opinion makers (Markovits & Rensmann, 2010). The American coverage of the 1966 World Cup was limited and achieved a recognizable increase from the Brazil Cup sixteen years earlier, which was not

televised anywhere. The most important advance was in the television arena where for the first time a World Cup match was aired in the United States, even though it was still considered modest. The championship game, a 4-2 extra-time victory for the host England over West Germany, was aired on the tape delay on NBC. It attracted 2.4 million viewers (Markovits & Rensmann, 2010).

### **1.3.2.1 The World Cup Again in Europe**

As the World Cup returned to Europe for the 1974 contest in West Germany, its first significant American attention from the start to finish was received. The 1974 final between West Germany and the Netherlands was seen by 800 million people worldwide (Markovits & Rensmann, 2010). However, American audiences had to watch on closed-circuit broadcasts because NBC decided not to air the match. This was also the case for 19,600 frustrated New York City area soccer fans, who paid (sometimes reluctantly) between \$10 and \$20 to watch the final at Madison Square Garden on closed-circuit television (Rogers, 1974). Earlier Cup matches also aired on closed-circuit broadcasts (Markovits & Rensmann, 2010).

When Spain hosted the next World Cup on European soil in 1982, American papers showed again a slight rise in interest. The tournament of the same year also indicated a new high in American television coverage, when ABC aired the World Cup final (Italy vs. West Germany) live. Therefore, the World Cup in America in 1982 was flourishing and witnessing a healthy rise in stature (Markovits & Rensmann, 2010).

#### **1.4 Football and Fascism: Italy 1934 Sporting Glory**

The Second Football World Cup was held in Italy between May 27 and June 10, 1934, where, in addition to Italy, thirty-one teams entered the qualifiers. Sixteen teams took part in the tournament, where they played seventeen matches in eighteen different venues: Bologna, Florence, Genoa, Milan, Naples, Rome, Trieste, and Turin. The average attendance reached over 23,000 per match and nearly 400,000 tickets were sold. The finale between Italy and Czechoslovakia took place in the Stadio Flaminio or Fascist National Party Stadium in Rome on June 10. After extra time, Italy won by two goals to one (Inglis, 1990). In the history of football, the 1934 victory was challenged by only the Modern Brazilian team and was one of the continual astonishing successes for Italian football in the 1930s. Moreover, Italy won a European football tournament played over a three-year period (1927-1930). Italy also won the Olympic football title in Berlin in 1936 with a team of student amateurs, and then again, in 1938, won against the odds and hostile crowds retaining its World Cup title in France. Furthermore, Italy also challenged the aloof masters of the game in England in three friendlies that were highly symbolic in 1933, 1934 and 1939. During this period, the national team was coached by the former crack *Ardito* soldier in the Great War, who was an extraordinary figure of Vittorio Pozzo.

Italian clubs enjoyed outstanding success in this period. This is evident through the success of the Bologna team that won the Mitropa Cup in 1932 and 1934. The team then beat Chelsea in the Paris Exhibition Tournament in 1937 (Lanfranchi, 1991). It is important to note that football was not the only sport that Italy surpassed. In fact, the Italian team came second to the home U.S. team in the medals table at the 1932 Los Angeles Olympics; Tazio Nuvolari cut a dash around the Grand-prix circuits and the Mille Miglia race between 1930 and 1935, Italo Balbo flew across the Atlantic to Brazil in 1931 and Chicago in 1933, and Gino Bartali won the

Tour de France in 1938 (McCarthy, 2000). Such success was presented and perceived nationally and internationally for Italy, as well as for the Fascist regime. When Primo Carnera became World Heavyweight Boxing Champion in 1933, Mussolini and Carnera swapped telegrams after his victory claiming, “My victory was for Italy and for the Duce” (Valentini 2002,32). Therefore, the 1934 World Cup appears to be part of an image of the Italian sporting ability that was encouraged and manipulated by the Fascist regime; the same was anticipated and reported for the Nazi achievement of the Berlin Olympics two years later.

#### **1.4.1 Fascist Ideology and the Organization of Sport**

Fascism was a national movement to its core and was alert to means of exalting the nation, restoring the glory of the past, enabling the modern trapping of international power play to take part in an important role in the promotion of the nation’s glory abroad, especially in the 1930s. As an ideology, Fascism is spectacularly hard to define, even from its contradictory directions; some specifically determined elements in its makeup drive it inevitably. As a part of the diplomacy, international sport was beginning to take root throughout Europe in that decade (Teja, 1998), and Fascist Italy was aware of its potential; this can be shown from several events, such as the 1939 Italy-England game in Milan and the 1936 Tour de France. Another event was when Mussolini ordered the Italian team to win the 1937 football match in France and the 1938 World Cup in Paris in order to indicate his hostility to Léon Blum’s government (W. Murray, 1994). At that time and within Italy itself, the principal task of the totalitarian nation was to train the population to develop and educate fighting soldiers. This idea was inherited by Nazism and Fascism from Victorian and Prussian notions regarding the education of the body (Tomlinson & Young, 2006).

Furthermore, due to the impact of Fascism physical education in schools was renovated and the sporting institutions were converted into parts of the Fascist Party and state, controlled by a group of authoritative party officials. Fascism then used these institutions to reform sports organizations. The sporting aspect of the immense youth was taken into consideration and much appreciated. After work organization, the Balilla (or ONB, Opera Nazionale Balilla) and the Dopolavoro (or OND, Opera Nazionale Dopolavoro) launched in 1925 and 1926, respectively (De Grazia, 1981). In the 1930s, around the OND and ONB, local, regional, and national competitive and collective display games were set in place. Most sections included some form of sporting activity and/or spectatorship as part of a wide range of programs offered (Tomlinson & Young, 2006b).

Moreover, the Fascist regime invested in sporting infrastructure and manipulated tax breaks, subsidies, programs of public construction and the input of local figures of influence as tools of this investment. By 1930, over two thousand new local stadia or tracks were built and eighty-three, out of a total of ninety-four, official provincial centers in Italy were fitted with their own regional sports ground. This infrastructural program directly affected the 1934 World Cup. Between 1926 and 1933, a series of major architectural projects were initiated and led to constructing all the stadia used as venues in the tournament. However, much of the mass participation in sporting activity was classified as low level and often non-competitive, hence, it fulfilled a second effective function beyond its long-term prospect as a primary trainer for the military. Sport also became a mass leisure and a producer of consent (Cannistraro 1975); the idea of mass leisure was not parallel to the notion of sporting hero. The nationalist and militarist impulses within Fascist sport undergo two contradictory principles, the harmonized, non-competitive, and homogenizing principle symbolized by mass gymnastics, and the competitive

aggressive heroism epitomized in sportsmen. This contradiction reveals that even the gymnasts were ultimately intended as subunits of mass aggression in war. Also, the sporting heroes were not as they were revealed throughout the core of a fascist myth, the “New Man”. The “New Man” reveals a perfected Fascist individual wholly imbued in body and in spirit with a near-mystical devotion to the state (Tomlinson & Young, 2006b).

### **1.4.2 The Role of the Media**

The press was the first to exploit Sport and the new category (and spending power) of the fan (Tomlinson & Young, 2006). In the 1920s, newspapers began offering sports coverage on a daily basis. Magazines escalated, some of which were illustrated ones (such as *Calcio Illustrato*) and others included Fascist titles (such as *Il Littoriale*). Almost all adopted the rhetorical, epic style in tune with Fascist public pronouncements (Brera 1975, 77-83; Fabrizio 1976, 149-65). Moreover, the national press made some efforts to use printed images to improve its coverage. In the World Cup, between 275 and 400 foreign journalists from the twenty-nine countries (the sources disagree) were accredited at the competition (Tomlinson & Young, 2006), and they found a coordinating press center with regular press conferences in central Rome (Recanatesi, 1978).

From the early 1930s, the Regime began to invest heavily in the power of radio. Mussolini’s brother Arnaldo ran the state radio company, EIAR (Ente Italiano per le Audizioni Radiofoniche) and the radio ownership was relatively low compared to other European countries. By 1932, 340,000 licenses had been issued, compared to 4 million in Germany (Richeri, 1937), rising to 535,000 in 1935. Yet collective listening in public places was quite usual, notably for different types of broadcast, ranging from major national events to football matches (Forgacs,

1986). Organizations such as the OND, schools, bars and cafés, increasingly owned many sets. The estimation that suggests that Mussolini's famous speech declaring his imperial war on Abyssinia on October 2, 1935 drew approximately 10 million listeners, indicates the maximum reach of collective listening (Richeri, 1937). Although it is worthless, since it was not enormously prominent in the scheduling and not the most popular item, sports broadcasting, especially ones featuring football and cycling, was fundamental in both news and live commentary. Only half of the listening population, probably the male half, listened on regular basis, compared to 95 percent for news and 80 to 85 percent for entertainment, according to a 1939 questionnaire (Alberto, M, 1978).

From 1930, the second half of a league match was broadcasted live every week. The rapid increase of state initiatives in radio from the early 1930s coincided with the advertisement to the World Cup. Moreover, the role of radio in football was remarkable; radio sales for the World Cup were so prosperous (Recanatesi, 1978), and radio rights were sold internationally for the first time.

Tellingly, an incident may be mentioned related to the Fascist investment in newsreels and the position of sport within them. The Istituto LUCE (L'Unione Cinematografica Educativa) which was founded in 1924, began producing over 100 newsreels a year in 1927, and these were considered as an obligatory part of any cinema screening (Argentieri, 1979). In fact, one crucial point is that Italians used to spend most of their leisure time and money on cinema rather than sports events by a ratio of 14 to 1, according to a survey of spending carried out in 1938 (Rossi, 2002). All newsreels were previewed by Mussolini himself (Wagstaff, 1984). Sporting events, whether competitive matches or organized displays, were considered a stock feature of the newsreels and were particularly included alongside items of local interest and state ceremonies

as frames for the more tightly news-driven and international segments (Mancini, 1985). In addition to that, the Istituto LUCE worked more on the production of documentaries conveying a variety of topics, again with sporting prowess featured here. For the World Cup itself, over 150,000 meters of film were shot (Tomlinson & Young, 2006). Nonetheless, concerning many other areas which were under Fascist state management, the period from 1933 to 1935 demonstrated a remarkable acceleration in control and aggressive propagandizing in newsreels (such as the use of the Fascist calendar in newsreels from 1934), coinciding with the period of the World Cup.

### **1.4.3 The Politics, Rhetoric, and Reality of the World Cup**

The International University Games were successfully staged in Rome in 1928 and in Turin in 1933. After informal assurances in 1930, at a 1932 meeting of FIFA in Stockholm (and then Zurich), Italy succeeded in securing the 1934 football World Cup, due to the dynamic negotiation of the international secretary of the Italian Football Federation, Giovanni Mauro (Tomlinson & Young, 2006b). Mauro had precisely orchestrated the campaign to claim the hosting of the tournament, with the support of the government guarantees to underwrite any losses, a crucial prerequisite for the staging of the modern global sporting event (Ormezzano & Colombero, 1978). Starace was the one who did the most to generate uniforms and parades and to promote the Fascist salute in Italian society. He was, in the words of one historian, “the high priest of the ‘cult of the Duce’” (Gentile, 1984). In fact, disguising to a certain degree the Fascist potential of the event and its iconography, while attempting to present a Fascist image of it to an Italian public at the same time, was the main functioning of the tournament. The promotion of the tournament can be recognized through visual material.

When the rhetoric of the reporting is compared to what was happening during the matches, a similar inadequacy of consistency can be observed. It is quite easy to find examples of the propagandists wanting to connect the victory of the team to the glory of the nation: An event which demands greater importance if it is considered as one of so many expressions of national will set on securing for our Country a position of supremacy in each field of human activity, especially in those chiefly dominated by effort and individual risk and the spirit of organization and collective discipline (Tomlinson & Young, 2006).

Furthermore, the national glory was linked to Mussolini's role. The newspaper founded by Mussolini, *Il Popolo d'Italia*, proudly announced in its headline: "In the name and in the presence of the Duce, the *azzurri* (as the national team was known) win a new world title." The same journalists, Luigi Freddi, who was a veteran Fascist and an essential figure in the regime, went on to assure the link by quoting his master: "We have seen the *azzurri* continuously apply the teaching of the Duce, who wants to make out of our people a 'methodical, tenacious, and persevering' race (*razza*)" (Freddi, 1934). Certainly, financial success is not adequately the indicator of ideologized mass participated. It is quite possible to recognize, at any time, obvious tensions and attempted solutions for covering the cracks of the legislation of an ideology. The best memorable examples are the unificatory, and at the same time the superior role of leaders. Matches were attended by the royal family and Fascist Party leaders, including Mussolini himself. In fact, Mussolini was the focus of attention when he was buying his tickets for himself and his family like anyone else. However, the very same accounts that underlined this action of the Duce as a man of people went on to report how he then proceeded to settle down in the *tribuna d'onore*, the covered VIP stand with a full view of the pitch from the center (Tomlinson & Young, 2006b).

Furthermore, an outrageous problem emerged which was the contradiction between the expectations and the results, taking into consideration the attendance at matches. Hopes were high for the final, even though the games that reached the capacity figures were few. On the day before the match, June 9, Italian radio confidently announced that 70,000 people would go (Gordon, & London,1934). *Il Giornale d'Italia* expected a crowd of over 60,000 (Lazotti, 1934). However, the headline in the same newspaper which introduced the report about the match interpreted how fifty thousand people clapped and greeted the Duce in the Stadium of the Party. The gaps were so evident to an extent that anyone who was at the final could have seen them. Many of them were at the curved end of the pitch, near the goal, particularly on the side of the Viale Tiziano.

Supposedly, it was the socio-political sensitivity to such causes that pushed *Il Popolo d'Italia* to neglect the truth: its report of the match boasted that an “immense crowd” had submerged every structure of the “immense stadium”, so that the pitch was the only unoccupied area (Freddi, 1934). However, this was not true on another account: the international observers were totally aware that it was hard to describe the Stadio Flaminio massive for it did not adapt the international standards of size (Inglis, 1990). However, spectators were measured not only by numbers and became active participants in the sporting struggle.

Before the semi-finals, the radio was declaring that the public would be the “leading actor in tomorrow’s encounter” throughout supporting the Italian players, encouraging them on and making them proud (Gordon, & London,1934). Italian fans, as well as their team, were into the same militaristic activity. Therefore, they played their part in the first battle against Spain. At the end of the whole competition, congratulations were for Italian crowds who had participated “more often as actors than as spectators” and had shown through their behavior “a demonstration

of ethical maturity second to none” (Freddi, 1934). In addition to being active in relation to the players on the field, their role also involved taking part in something beyond the realm of sport. General Vaccaro proudly declared in a showy rhetorical way that one of the decisions agreed at FIFA’s Twenty-second Congress was to multiply even more on the playing field’s international contacts, striving to contribute, with our sensibility of sportsmen at the vanguard of every realistic ideal, to the tightening between Nations of those ties of respect and reciprocity whose moral value is in the consciences of each of us (Freddi, 1934). Italy’s first game of the tournament against the United States is considered a good representation of the way Fascist diplomacy would function. Mussolini sat in the VIP stand with his sons, Bruno and Vittoria, members of the Italian royal family and the U.S. ambassador. Players from both teams saluted the Fascist Party to the stand, and the Duce replied. Before the start of the game, the Americans gave the Italian team a pennant and a statue of a cowboy (Tomlinson & Young, 2006). It was a powerful exchange of national symbolism. Nothing proves that Fascists did anything during the World Cup to publicize another international feature within the Italian team itself. There is no evidence for that. Four of its players who were active in the competition (Attilio De Maria, Enrico Guaita, Luisito Monti, and Raimundo Orsi) were of Argentinean origin. Their Italian family roots were used as a loophole in the Fascist law of the Carta di Viareggio against the importation of foreign players (Ghirelli, 1990). We may mention here that the regime had previously flirted with the residual patriotism of the large Italian emigrant populations in the Americas. In the 1934 finale, Orsi scored the first goal, and Guaita set up the ball for Schiavio to score the winner.

Another substantial element of the ambivalent nationalism of Italian football was language. A radio broadcast just before the 1934 finale boasted that football had originated in

Italy in the sixteenth century (Gordon, & London,1934). Newspapers referred to “goals”, a totally unidiomatic plural in Italian, and “corner” instead of the indigenous equivalents (De Martino, 1934). The name of the game itself was to be the most interesting. The Italian invention for football is “calcio”. However, this did not stop some dailies from using the English word.

Considering the sporting achievement, the celebration of nationalist triumph in an internationalist context was very disputable. Therefore, this second World Cup which included all the best teams in the world was apparently not a competition. Uruguay, which was insulted when many Europeans refused to come in 1930, was disturbed by the internal problems and did not participate. Argentina and Brazil were the only Latin Americans in the tournament. They did not send their best teams. Hence, they were eliminated in the first round. However, the British newsreel companies were careless with the competition, and major newspapers did not send journalists for the coverage of this event. The Fascist appropriation was merged with the veneer of international approval; this was evident throughout the ceremonies for the Italian victory.

#### **A SUBDUED SUCCESS**

Since 1931, it had been the Communist Party’s policy not to boycott Fascist mass organizations, and to rather infiltrate them and win their members over to anti-Fascist position (Forgacs, 1986). The year of 1934 had been the year in which 99.8 percent of the population voted for the Fascist regime in a plebiscite (Tomlinson & Young, 2006b). Since then, it tends to be difficult to see how such positions could be expressed, especially around spectator sport. Moreover, the World Cup could not compare with the mass events within Italy. October 28, 1934 was the twelfth anniversary of the March on Rome and it was a very important date in the “liturgical” calendar of the Fascist civic religion (Gentile, 1996). At that time, ideology and athleticism converged in Rome on October 28, 1934 and it was celebrated with a choreographed

mass parade in the Circus Maximus of 12,000 athletes, including footballers and Olympic heroes. Some foreign visitors who attended the match also visited the Exhibition of the Fascist Revolution (Tomlinson & Young, 2006b), though no efforts to organize such activities were evident.

The remarkable propaganda successes of the 1934 World Cup have remained strangely muted. Regardless of the insistence by football specialists on the Fascist nature of the event and those who were concerned with the influence of the regime on popular culture and social ritual, it remained out of historical accounts of Fascism.

### **1.5 Berlin 1936: The Most Controversial Olympics**

The 1936 Olympics were the most controversial in the history of the modern Games. They were much disputed even before they took place. In April 1931 at its twenty-ninth session in Barcelona, the International Olympic Committee was unable to indicate the location of the 1936 games. Yet, a subsequent mail ballot produced forty-three votes for Berlin and only sixteen for Barcelona (Tomlinson & Young, 2006b). The IOC's decision was announced on May 13, 1931 and, at that time, Heinrich Brüning was Germany's chancellor. The centrist coalition that was in power was unstable. On January 30, 1933, Adolf Hitler became chancellor of the Weimar Republic, which he promptly destroyed. That was six days following the creation of the "Organisationskomitee". On August 19, 1932, *Der völkische Beobachter* demanded that the Olympic Games be restricted to white athletes. *Beobachter* was known to be the faithful follower and representative of Hitler. A year later, after the Nazi seizure of power, Bruno Malitz mocked modern sports and considered it an egalitarian phenomenon "infested" with "Frenchmen, Belgians, Pollacks, and Jew-Niggers" who had been allowed "to start on the tracks, to play on

the soccer fields, and to swim in the pools...Whatever Jews praise is poison for us” (Malitz, 1982). Hitler gave a temporary approval concerning the preparations and did not cease it directly. This stance was justified by Hitler’s recognition of the games as an unparalleled opportunity for a propaganda coup. Hitler’s eagerness relieved Lewald’s, yet it distressed Henri Baillet-Latour, Pierre de Coubertin’s successor as president of the IOC.

The racist principle of the Nazi regime and the Olympic Charter were patently contradictory and the contradiction was not to be ignored. At the next IOC session in June 1933, the distinction between Nazi doctrine and the Olympic rulebook was dominant. The three German IOC members (Lewald, Karl Ritter von Halt, and Adolf Friedrich von Mecklenburg) were asked about Jewish participation. Whether to accept or not to accept Jewish athletes on foreign teams was not the issue. It was whether German Jews have or do not have the right to try out for their national team. Surprisingly, the three German members were able to obtain an explicit written commitment from their government to abide by the rules: “As a principle German Jews shall not be excluded from German Teams at the Games of the XI<sup>th</sup> Olympiad” (Tomlinson & Young, 2006). However, the credibility of Nazi guarantees was questioned by reporters who were known with their discrimination against Jewish athletes. The Germany’s private sports clubs immediately expelled these athletes.

At the convention of the American Olympic Committee (AOC), November 22, 1933, Gustavus Kirby announced that there was an American boycott unless German Jews were allowed to “train, prepare for, and participate in the Olympic Games of 1936” (Tomlinson & Young, 2006b). The AOC passed a slightly modified version of Kirby’s strong resolution. Later in 1934, the Germans assured the IOC that their government’s promises are trustworthy.

Thereby, the IOC was satisfied, but the AOC was not. Eventually, the AOC accepted the invitation to Berlin throughout a unanimous vote.

The Amateur Athletic Union (AAU) of the United States was more suspicious concerning Nazi promises. At its annual convention, it voted to postpone the acceptance of the German invitation. By mid-1935, a fierce boycott campaign was in progress in the United States as well as in Canada, Great Britain, and France. However, the climax came in December 1935 at the annual meeting of the AAU. By a vote of 58 1/4 to 55 3/4, the AAU accepted the German organizing committee's invitation to the Winter Games at Garmisch—Partenkirchen and the Summer Games in Berlin (Tomlinson & Young, 2006b). After the AAU's decision, the National Collegiate Athletic Association declared its approval, which had never really been in doubt. Moreover, European opponents of Nazi sports policy mounted a boycott campaign. The British campaign was restricted by Harold Abrahams, one of Britain's most popular athletes. Abrahams was a nonobservant Jew who had won the 100-meter sprint at the 1924 Olympics. He argued successfully for participation and attended the Berlin games as a radio broadcaster (B. Murray, 1992).

Furthermore, French opposition to the "Nazi Olympics" was much more vigorous. Jules Rimet, head of Fédération Internationale de Football Association (FIFA), was among those demanding a strong action. He was joined by the French presidents of the international federations for swimming (FINA) and ice hockey (LIHG) and by Bernard Lévy, head of the prestigious Racing-Club de France.

The boycott campaign was a failure, yet some individual athletes refused to join their country's teams and most of them were Jews. Jewish athletes tried out for the German team and

would have joined it if they had been invited to compete. The German team for the Summer Games did not include Jewish athletes.

### **1.5.1 A Propaganda Triumph?**

Hitler was keen to impress the world with the magnificence of the Games. The world was impressed, the facilities were monumental, and the decoration was magnificent. At the Olympic Village, huge efforts were done for the sake of the athletes' comfort. The cultural program that came along the Games was unique. Among Diem's inspired innovations was an enormous iron bell inscribed with the words "Ich rufe die Jugend der Welt" meaning "I summon the youth of the world" (Tomlinson & Young, 2006b). For these Games, the IOC wanted to use the music performed in Los Angeles, but then Richard Strauss was set to music a poem by Robert Lubahn in which the text was adjusted to make it more nationalistic.

Those who were visiting dignitaries were invited to performances of the Berlin opera and to a concert held in the Pergamon Museum. Two thousand guests were entertained at an impressive country estate that was recently confiscated from a Jewish family. Tellingly, thousands of visitors left Berlin with a sense of aesthetic fulfillment and a mysterious impression realizing that National Socialism was not as dreadful as they had thought (Tomlinson & Young, 2006b). The strongest evidence for the claim that the Games were not a propaganda triumph is the fact that Jesse Owens was unquestionably the star of the Games. Setting a world record of 10.3 seconds for 100 meters and an Olympic record of 20.7 seconds for 200 meters, he went on to jump an astonishing 8.06 meters, and to help set still another world record in the 400-meter relay.

The unexpected display of apparently unbiased treatment was part of a concentrated effort on drawing a complimentary image of the new regime. The ministry of propaganda ordered the press to avoid whatever is offensive to black athletes. When the editors of the rabidly racist *Der Angriff* were unable to restrain themselves from a much-publicized sneer at American's "black auxiliaries," they were reprimanded by the ministry (Tomlinson & Young, 2006b). There was, in this sense, a "temporary suspension of a core part of National Socialist ideology" (Teichler, 1976). African-American athletes and others such as the Koreans had been dealt with superiority. The boycott controversy was increasingly growing; meanwhile the American team was becoming interested with the allegations of anti-Semitism at the Games. Marty Glickman and Sam Stoller, the only Jews in the American track-and-field squad, had been selected for the 4- $\times$ -100- meter relay. At the last minute, they were replaced by Owens and Ralph Metcalfe, another black sprinter. Anti-Semitism could have been the reason behind this change. It also may have been Dean Cromwell's preferential treatment of runners whom he had coached at the University of Southern California. Glickman remained convinced until his death that he and Stoller were cut because they were Jews (Glickman, 1996). Some tend to be skeptical about the Games, afraid that they are a propaganda coup for the Nazis. They were definitely quite organized and amazing. The German team was the lead in the overall medal count though the American athletes dominated the track and field events. In fact, two overall and influential postwar accounts of the Games were published in 1971 and 1972. Richard Mandell and Arnd Krüger argued that the Games had not succeeded in transmitting the Nazi propaganda. However, Mandell refused this when *The Nazi Olympics* was republished in 1987 (Mandell, 1987). Some contributors reveal that the Games were not as an effective tool as Hitler hoped, yet Krüger describes them as "a perfect vehicle for Nazi propaganda" (Krüger, 1972). Thomas Alkemeyer

concluded that the Games were free of propaganda and that Goebbels had an important insight: “The best propaganda...is that which is not perceived as propaganda” (Tomlinson & Young, 2006b). Nonetheless, the contradictory case is most strongly revealed throughout the words of Christiane Eisenberg particularly at the end of her study “English Sports”. She concluded that one might speak about the “sportification of the Nazis as about the Nazification of the athletes,” taking into consideration the 1936 Olympics in the context of German sports policy during the Weimar republic, as well as during the Nazi period. Alkemeyer described Carl Diem’s Festspiel as the epitome of Nazi ideology and said “the Festspiel was a success because—like the torch relay—it vividly, sensually presented Coubertin’s interpretation of the Olympic Games as ‘the springtime of humanity’”(Eisenberg, 1999). The Games were propaganda, yet they seemed to prove Coubertin’s vision more than Hitler’s. Most likely, Eisenberg is among the minority in her assessment of Nazi sports policy in general and of the 1936 Olympic Games. Nonetheless, her perception should be taken seriously to understand the Nazi and their complicated relationships to Olympic ideology.

## **1.6 England 1966**

Tradition certainly played a major role in enhancing the thirty-two matches of the Eighth World Cup played in England between July 11 and July 30, 1966. In the nineteenth century, the host nation had invented modern football, yet it had never before put on its world championship. The wide and urban coverage of the 1966 World Cup made it the center piece much more than the previous ones and highlighted its future as a live television event. In fact, the majority of those who saw the World Cup watched it on television. The British television, particularly the coverage by the BBC, made the 1966 World Cup a considerable national experience.

In addition to the television coverage, the British government played an essential role in the modern preparation as well as the coverage of the Eighth World Cup. This was indeed a precedent where the Foreign Office was aware of the possible political consequences for the interwar development of international sport. Without the State's assistance, the 1948 Olympic Games would not have been held in London which was dent by bomb damage and so many shortages. However, supporting a professional sport such as football with the money from taxpayers was still a new idea. Moreover, there existed enormous requirements before the beginning of the tournament which made the funding essential. There were also other things that should be done on the site which needed money or funding, such as the facilities for press, radio, and television.

Nonetheless, by February 1965, the government had changed its mind. It would financially support the improvement of the stadiums where World Cup matches were to be played. However, the government provided essential funding and offered an important diplomatic assistance upon the appearance of an international relations problem. The 1966 World Cup was boycotted by most African and Asian football associations as a manifestation of the disapproval on the one place to the three confederations involving the two continents and Oceania. However, Australia and North Korea refused the boycott.

In the mid-1960s, the cold war was nearly at its climax. As part of the North Atlantic Treaty Organization (NATO), the Democratic People's Republic of Korea was not recognized by the British government. Yet, the World Cup was not to be disrupted at such an advanced stage. International sporting occasions were considered public symbolic events. Initially, the World Cup Willie was launched in 1965, a year before the tournament began, and became popular and regular among newspaper coverage of the England team and other World Cup news. At the

opening ceremony, it had nothing to do with schoolboys standing in for the players of the sixteen competing nations. Volunteers were, and continued to be, an essential part of the organization. Almost 900 volunteered for the 250 steward jobs required for Wembley, coming from country football associations in many parts of the country (Tomlinson & Young, 2006).

The first week of the tournament passed and the Sunderland quarter-final seemed to be between Italy and Brazil. However, both were knocked out at the first stage. So it was between the USSR and Hungary, and both did not have considerable traveling followers. There existed large press and television coverage that was the largest in that time at a major sporting event, something over 2,000, according to the FA's World Cup Report (Association, 1966). However, this represented only sixty-two countries whose facilities, as well as their access to the players and managers, were strictly limited.

The World Cup of 1966 was an event of relatively modest commercialism, unsegregated crowds, insignificant tourism, and restrained patriotism (Tomlinson & Young, 2006). No victory parades were set off, and the honor given by the state did not take into consideration that football was a team game.

After the World Cup Final, most players directly returned to their clubs in order to begin the preparations of the 1966-1967 football season. Apparently, the victory did increase the average attendances at the Football League, but that was for only two seasons.

Furthermore, it is suggested that the World Cup of 1966 enhanced the interest in football among Englishwomen. Some of them attended the games, others watched on television. Interestingly, the BBC's Peter Dimmock wrote that "housewives" had "begun to appreciate that football was not just 22 chaps kicking a ball about but something involving a great deal of skill".

The World Cup Final of 1966, especially the final match, has become part of the collective memory of the English. Many contemporaries declared that the World Cup of 1966 was the first time that football was important to the nation as a whole, and this has been repeatedly said ever since. Additionally, the 1960s were satisfying times for many people; the economy grew at an average of 2 percent per year, inflation averaged only 2 percent, and unemployment was also at a low 2 percent (Tomlison, 2005). Moreover, England won the World Cup. Ethnicity, religion, war, and media have all contributed in the formation of the national consciousness. Also, sport and sporting locations played a role in its formation too. As Eric Hobsbawm recalls, “the imagined community of millions seems more real as a team of eleven named by the people” (Hobsbawm, 1990).

The World Cup of 1966 was a traditional and modern sporting event at the same time. Not selling enough tickets did alarm the organizers. They were also worried that the number of foreign visitors would be small and thus worried of being embarrassed. Limited commercialism was authorized, for their aim was not to gain money, rather than not to lose it. The old stadiums were simply renovated. Live coverage and big screens were not allowed in neither public places nor in stadiums. The later victory celebrations were modest and humble. Jimmy Greaves, the English star who missed selection for the climactic last three games, looking back on 1966, concluded that it was quite a low-key affair. “If we won it now, the country would come to a stop for a week, and every player would become an immediate superstar: when we won it in ’66, everybody cheered, a few thousand came out to say well done, and within a week everybody had disappeared, we’d all gone on our way, and we’d started playing the next season. That was the end of it. Now you get all this aura surrounding ’66, but it was never quite like that” (Tomlinson & Young, 2006).

### **1.7 The Boycott of Moscow 1980**

The awarding of the Olympics to Moscow in 1974 has been considered a successful holding for the 1973 university games in the capital of world socialism. It was regarded as a sign of international acknowledgement for the Soviets. The first Olympics to take place in a socialist country meant that the USSR, while communists, could now be seen as a “normal” nation (Tomlinson & Young, 2006b). The importance of this victory relies in the historic Russian sense of backwardness and outsiders that predated the revolution by a good 500 years. Moreover, this acceptance within the Olympics was much appreciated after a struggle that lasted for more than twenty years in which Soviet sports official had continually labeled themselves outside the world sport. Nonetheless, the Soviets could claim to be just as good as the rest of the world due to this international approval (Shteinbakh, 1980).

One of the historic purposes of Soviet sport had been to determine the superiority of communism as a social and economic system to international and domestic audiences, but that theme was largely absent from Soviet discourses during the run-up to the Olympic Games (Riordan, 1979). Instead, winning the right to hold the games was described as a vindication of the Soviet Union’s “peaceful foreign policy” (Dobrov, 1974). In 1980, the Soviets embraced the ideology of Olympism and claimed that the decision to hold the event in Moscow was a reward for their many services to the movement (Tomlinson & Young, 2006).

Furthermore, the invasion of Afghanistan in December 1979 had alarming consequences. Afghanistan was never regarded as a formal Soviet satellite; yet, there were thorough relations since the early 1920s. Afghanistan was considered a backward nation rather than a military threat. In April 1978, leftist army officers were in power and this situation changed, which the Soviets eventually supported. On December 24, Soviet troops moved into Afghanistan, but they

soon figured out the twist that aimed to collapse the Soviet Union. Fifteen thousand Soviet soldiers would die, and Afghanistan would be devastated, paving the way for the Taliban (Suny, 1998).

From the time Moscow was awarded the Olympic Games, a desire for boycott had existed. These desires were satisfied when President Jimmy Carter took the responsibility. Carter was recognized in the United States as a weak and hesitant figure. Now, with the era of detente over after the invasion, Carter decided on a grain embargo and a boycott of the Games as ways of laying down the gauntlet to the Russians (Hazan, 1982). The Americans acted in such a way that big powers had nothing to do with such things as invading small countries, neighboring and otherwise (Tomlinson & Young, 2006b). On the other side, the Soviets had not boycotted international events in the United States. Nonetheless, at the beginning of the Vietnam War in 1966, the Soviet decided not to take part in the annual US-USSR dual track and field meet (Turrini, 2001). Moreover, there was no criticism from the Soviet side when Denver was awarded the Winter Games for 1976 at the time the United States was still in Vietnam.

For their part, the Soviets had the remarkable arrogance to protest that sport should be kept apart from politics, and this from a nation that had virtually invented the concept of openly politicized sport (Hazan, 1982; Tomlinson & Young, 2006). In fact, in their offset against the boycott, Soviet spokesmen evidently claimed that the United States had no understanding of the history and character of Olympism (Gutin, 1990). In the following three decades, the Soviets had played a role in a series of boycotts and tried to take political advantages from international competitions. The Soviets stayed in Afghanistan and the games did continue. Only eighty-one nations came to Moscow, while some thirty-six did not.

Soviet sports officials were completely aware that in certain sports they were not successful. The Soviet haul of eighty gold medals, some of it was thirty more than their peek at Munich, did not have the same meaning (Tomlinson & Young, 2006b). Moreover, the Soviet archives clearly reveal that following the end of the Moscow Games, sports bureaucrats were determined to revenge four years later. With the impact of the Kremlin's authority, they were working on a boycott of the Los Angeles Games. For three years, the internal arguments were in progress. The political situation at that time (1984) enabled the supporters of the boycott to dominate when the neo-Brezhnevite, Konstantin Chernenko, supported the boycotters' cause.

Up till now, the U.S. boycott still bothers Russian citizens within different political sides. Soviet athletes are still disturbed from the 1984 boycott, and U.S. athletes are equally angry about 1980. They both felt cheated and disappointed because of the wasted opportunities. The boycott did affect the performances, but it did not make the Soviets leave Afghanistan. However, events were well organized, though the Soviets did not always succeed in that. The Games played to 96 percent capacity (Novikov, 1980).

### **1.7.1 The IOC and Soviet Sportocrats**

Olympism and communism of the twentieth century were two of the main international causes that were brought by the 1980 Olympic Games. The Olympism, which was crucial in the early beginning for the organization of the Olympic Games, was profoundly embraced. Thereby, it is important to mention the Bolsheviks who came to power in 1917. At that time, the Olympic movement was an abomination to them and they were the same to it. The Games excluded workers and limited the participation of women, and the new state wanted no part of them. However, it seems that the high councils of Olympism did not agreeably reject the Bolsheviks.

According to one recent post-Soviet Russian source, de Coubertin wished to invite the Soviets to Paris in 1924, but their participation was rejected by the proczarist Russians still on the Olympic committee (Tomlinson & Young, 2006).

Within the wake of the revolution, the Bolsheviks were still not sure which course to take in organizing sport. Different camps proposed all manners of different solutions, however, participants in such debates doubt that sports was a marker of modernity, and that the party's astounding and fundamental task was to modernize this backward country so that it had managed to make a socialist revolution (Tomlinson & Young, 2006b). Both movements celebrated human progress, and a remarkable part of it was measured in statistic. Moreover, both were internationalist and cautious about embracing strong expressions of nationalist sentiment, especially in their early years (Hoberman, 1995). According to the Soviets, the multisport festival brought to them political advantages over a single sport competition. Following Richard Gruneau's characterization of the Olympics, it is fair to say that both movements were concerned, first and foremost, with social improvement (Gruneau, 1933).

The first serious attempt at a Soviet version of an Olympiad came in 1928 (Van Geldern, 1993). This event, which was named after the rebel slave of ancient Rome, was the first Spartakiad. Around 7,000 male and female athletes from all over the USSR and more than 600 foreign guests competed (Tomlinson & Young, 2006b). The Communist Red Sport International organized the games to compete with the bourgeois Olympics in Amsterdam. It was also to offer a contrast to the larger and more successful efforts of the Social Democratic Lucerne Sports International, particularly the Frankfurt Worker Olympiad of 1925 (Tomlinson & Young, 2006b).

Furthermore, there were noncompetitive hikes, recreation of great events in revolutionary history, and some joyous celebrations. Female performers were highly visible though they were the minority. Less than half of the participants were members of what was called the “working class”. Most of the athletes were drawn from an extremely amorphous social category called “employees” or “white-collar workers” (Edelman, 1993).

In 1927, the nation went through a war terror. Thereby, military concerns became more important. The organizing model of the Spartakiad applied to the regime’s changing needs. Moreover, the program was adjusted to involve events such as the grenade toss and underwater swimming in full battle dress.

The Soviet sport shared the Olympism’s highly hierarchical approach to society and power. Starting from the mid-1930s, soviet society became increasingly hierarchized, hence, sports started to play a major role in what was called “Great Retreat”. This concept, first put forward by the émigré sociologist, Nicholas Timasheff, in 1946, described a move toward more traditional and less revolutionary practices (Timasheffi, 1946).

However, football was the only part that did not thoroughly fit within this model. The Spartakiad was filled only for major soccer matches. There was no sport that attracted attendance as soccer did. Yet, soccer in turn did not particularly fit within the Soviet version of Olympism that the state favored.

When the Soviets had a role in the Olympic Games, there was no need for them to reconsider their sporting practices. When the Moscow Games started, the IOC and the Communist Party of the Soviet Union (CPSU) were intimately close. They shared a belief in modernity and social

improvement, as well as a convenient amorality about their working partners and political bedfellows (Tomlinson & Young, 2006b).

### **1.7.2 Soviet Sport**

The recent work of the young American scholar (Petrone, 2000), which was mostly archive, has revealed that the parades were quite different; they were not as the usual parades. Only those who did not march in line were seen in the newsreels and documentaries. More importantly, Petrone has revealed that the parade itself was a “contested terrain”. Opposing groups among the political structure were struggling for the most convenient slogans and place in the parade. They were also seeking the right to show their segments as they wanted to.

In 1936, the most significant contestation to the imposed and intended orderliness of the parades came with the participation of the Spartak sport society’s hugely popular Moscow soccer team. Spartak was trying to show the limited and best audience of party leaders and other honored guests crowded in the small reviewing stands in Red Square, another body culture which was the body culture of football (Starostin, 1989).

The 1980 Olympics were considered as an impressive Stalinist gesture within a society that was modified from the worst days of Stalinism. The Moscow Games were a big hope for the Soviet Olympic sports system. The Stalinist period produced such a system which was operated according to Stalinist principles, even after the end of the USSR’s existence.

### **1.8 Los Angeles 1932-1984-1994**

1932 was an extraordinary period for sports. From dance marathons to horse racing, popular culture and sport provided possible exits and temporary transformations that were

sometimes tragic and seduced by movie magazines into the entertainment industry (McCoy, 1965). Cultural businessmen who were behind the 1932 Olympic Games previously recognized the breadth of their plans, as well as the potential social tensions resulting from the Games. According to the organizers, a spirit of Olympism “illuminated” the “dark abyss of Depression; people from all over the world had gone home with new hope, and ‘a finer understanding of and a more intimate friendship for their fellow man, regardless of race or creed’” (Tomlinson & Young, 2006b).

In 1919, the California Fiestas Association was authorized for the aim of restoring the old Spanish fiestas. It organized the Los Angeles Memorial Coliseum stadium. In 1920, the association disbanded, however, its members established the Community Development Association (CDA), a non-profit organization that financed and erected the Coliseum in partnership with the city and county of Los Angeles. In Rome in 1923, Los Angeles was labeled the most appropriate city location, and the IOC supported a United States Games.

In 1927, the CDA got along the state to guarantee the planning financial ground, thus resulting in the California Olympiad Bond Act of that year. Hence, economic plans were settled before the Great Crash, securing the economic security of the event. Thereby, the Games’ claim of not altering resources when needed and its contribution to more spiritual standards and social goals with a slight cost could be possible. The Games reported a one million U.S dollar profit. Moreover, the organizers also agreed that prices should be set as low as possible. Los Angeles was the first Olympic Games that was advertised seriously and covered by many new communication technologies. The committee came up with the idea of the Olympic Village upon their early recognition of the outstanding importance of athlete comfort. Athletes were housed, fed, transported, and entertained just for two dollars per day. The village did not welcome all

athletes; women athletes settled in the Wilshire district of the city, socializing with film stars and celebrities (Tomlinson & Young, 2006b), and Men's teams were all together, training, joyously wrestling, and eating together.

The Olympic Games were considered a convincing cultural political experiment. The 3,500 volunteers dressed up in white and participated in the musical program. Thereby, the organizers were able to look with comfort and amusement at such shows that increased the international profile of their city.

The 1984 Los Angeles Olympics had a huge impact on global sports. On the night of the Olympic Games, the Los Angeles Games were in no way a significant departure from practices established in earlier Olympics,” and they “were best understood as a more fully developed expression of the incorporation of sporting practices into the ever-expanding marketplace of international capitalism” (Tomlinson, & Whannell, 1984).

LA's successful achievements was due to regional elite's ambitions, aggregation of private capital in cooperate strategy support, the free labor of 30,000 volunteers, and Reagan administration's national political support. This relabeled the Olympic project and constituted the first remarkable profit-making modern Olympics. The opening and closing ceremonies celebrated the universal thrilling aspects of U.S. culture: grand pianos, Western genre, jazz, dance, slavery, and the conquering of outer space (Tomlison, 1989). Analysts of economic impact could claim that total revenues from the overall economic impact would benefit the region to the tune of another \$202 million (ERA, 1984), yet the real inheritance of the LA Games was a model for the revival of the Olympics which was considered a commercial product and a basic material for the global media.

The Brazilian men's World Cup victory over Italy in the Rosebowl in 1994 is confined to the USA's triumph over China in the women's World Cup final at the same stadium in 1999, Carl Lewis's presence in his home club state in the Coliseum/Olympic Stadium in 1984, and the first gold-medal achievement by a black athlete at the Olympics when Eddie Tolan claimed the 100 yard title in the same stadium at which Lewis peaked half a century later (Tomlinson & Young, 2006b). Moreover, cultural businessmen also play an important role in this field too. In fact, some sort of pride and gratification in offering the best in town exists, and it was commercialized for making a profit.

The successful Olympic Games of 1984 settled the foundations for the World Cup 1994 to be staged in the United States, with few new infrastructure and at a huge profit (Tomlinson, 2005). The advertisement and the commercial success are the reason behind labeling the 1984 event as a substantial case, even though it witnessed some acclaimed sporting moments.

Tellingly, there are remarkable differences in the social significance and cultural values of the Olympics and related events, though some tend to justify them throughout mutual rhetoric of sport.

Los Angeles 1984 enabled all nations to manage the classical Olympic standards according to their expanding agenda, as well as ideological priorities. Taking into consideration the Olympic sponsorship program, as well as the cold war which will be won very soon by the champions of global capitalism, the 1984 Olympic Games proved that the Olympic future was secure, especially with the outcomes of commercialism and its effects.

### **1.8.1 The 1994 World Cup**

When the World Cup finally arrived in America, it was met with heavy but mixed fanfare. Detractors often pointed to a pretournament Gallup poll showing that 66 percent of Americans were unaware that the World Cup was about to occur in their own country in three weeks' time. Yet, when the tournament began it was announced with a vast newspaper coverage that was most likely to exceed that of any previous Cup. Even though a noted decrease in coverage coincided with the United States' exit from the tournament after the team's 0-1 loss to strengthen and future champion Brazil at Stanford Stadium on Independence Day, reception of the competition remained strong. It set the all-time record for total attendance at any World Cup tournament ever held; a record that will remain unequalled and unbroken unless the tournament returns to the United States sometime in the future (Markovits & Hellerman, 2001).

The World Cup faced critical time zone and distance obstacles when it went to the co-hosts of Japan and Korea in 2002. Yet, this setback was overcome by the unpredictable firm and strong performance of the American team, which, after a 1-1-1 group stage record, defeated archival Mexico to advance to quarterfinals before losing a shutdown with powerhouse Germany. American papers responded with a massive coverage competing that from the 1998 tournament in France as it was stimulated by Team USA's success. Again, the World Cup returned to the affectionate boundaries of Western Europe in 2006; this time to Germany. The media was satisfied with maintaining almost the same level of coverage as in 2002 at a time the unpredictable success of the United State team was considered a major motivation for increased attention by the American television public. In fact, some American papers consider a soccer writer an appreciated luxury. However, the coverage of soccer in a newspaper's sports section still seems to depend on a particular editor's inclinations, as well as his/her personal wishes.

### **1.8.2 The “Beckham Effect”**

The World Cup in the United States gained a great attention, and an evident positive trend was revealed by the television ratings and newspapers coverage. Therefore, it was predicted that the domestic soccer market would enjoy similar growth. Since the league’s founding in 1996, the best clubs in MLS has continued playing uninterruptedly. The top-tier matches between these clubs strengthened and stabilized the league so that no other soccer league had ever enjoyed in American history. However, MLS continues to be a league situated properly in America’s sports space. The MLS barely exist on television, it has encountered a limited growth but it has been quite slow. The MLS match which gained the largest television audience ever was not particularly a true MLS game at all. In fact, the most watched MLS games ever attaining a modest 1.0 rating with just over 1 million viewers turning in was an L.A. Galaxy vs. Chelsea FC exhibition match on ESPN, setting up the first appearance of David Beckham and his arrival in Los Angeles (Espn Staff, 2007). Indeed, this relatively good rating was totally due to Beckham, who is globally recognized, being present; this superstar’s every move has become newsworthy information for the tabloids over the world. The developments that MLS experienced in viewing volume can be evidently considered because of the World Cup’s expanding popularity, and certainly to Beckham’s presence.

Apart from the World Cup and the bi-annual Gold Cup, other marquee international soccer matches were totally insignificant with respect to the American sports consciousness. The 2008 European national championship which was hosted by Austria and Switzerland offered a moderate popular television presence in the United States. However, the tournament was unimportant event to the American print media, with twenty-nine papers combining to run only forty-nine original articles, including zero staff-written stories in soccer-friendly *USA Today*

(Yusko, 2008). The U.S. national team achieved the second-place and made a marvelous show at the quadrennial Confederations Cup, which was held in South Africa. Meanwhile, the globe's finest club teams visited America to play local MLS teams as well as each other in a new tournament called the World Football Challenge. Attendance at the tournament's six games was thrilling and the quality of the games was first-rate. Also, the Challenge which was won by Chelsea was a complete success. Almost a few days after the conclusion of this successful tournament, the two top Spanish teams, Barcelona and Real, came to the United States with all their star players consecutively. They played five games against MLS and a Mexican team. On a Saturday night, Barcelona played against the L.A. Galaxy and won by a score 2-1 in the legendary Rose Bowl in Pasadena. The biggest American soccer crowd in over fifteen years watched them. David Beckham noted the Galaxy's goal with one of his signature "bend-it-like-Beckham"-style free kicks. Stars were out everywhere and the whole event was an amazing success story for soccer in America. Furthermore, abysmal television ratings gathered by super clubs, super games, and super tournaments could have represented another fundamental disconnect besting American soccer's events versus normalcy predicament.

The flourishing Olympianization of the World Cup indicates a new aspect of America's enduring incomprehensible soccer culture. In countries of Europe and South America, where soccer is popular, a soccer player is almost by default a soccer viewer, whereas this perception does not exist in the United States. Historically, soccer in America has been polarized. Approximately, 20 million people with few or no cultural links to the game play recreationally, while a much smaller distinct group of enthusiasts represents America's narrow base of all other soccer followers (Markovits & Hellerman, 2003). A huge number of the American soccer fans, nowadays, follow the World Cup for nationalistic reasons and, basically, because it (the World

Cup) is a global event that features the best of the best. This population's interest in soccer primarily begins and ends with the World Cup. The World Cup in South Africa was selected only as a top priority for 2010 (Markovits & Rensmann, 2010).

## **1.9 Sydney 2000**

The Olympic Games are one of (post) modernity's most powerful media spectacles (Roche 2000), and hosting them enables the Olympic city, as well as its nation, to gain and sustain huge importance, and to be subjected to heavy media coverage by other countries. Watching the Olympics conveys various technologically enhanced contexts as well as social individualities for the viewers. In the tensional atmosphere of the millennial Games in a postcolonial Southern Hemisphere, nation is about to celebrate its centenary, but it is still struggling to reconcile with its original peoples (Godwell, 2000). Moreover, the Olympics provided a unique forum for rating contemporary "Australianness" (Tomlinson & Young, 2006b).

### **1.9.1 Spectatorship and the Hosting of the Olympics**

Hosting the Olympics is indeed more than a procedure for locating a technical exercise in a sport. It is a significant opportunity for an external and internal dialogue about "the state of the nation" (Tomlinson & Young, 2006b). A great part of the importance of hosting the Olympics is revealed when the games surpass from the specified main stadia to other places, such as the streets during a marathon or cycling.

Regardless of the location of the Olympics and the support offered for the hosting, national host citizens must celebrate them; in fact, this is considered a patriotic duty. Internal

differences are to be ignored for the sake of a greater national interest. Moreover, hosting the Games is a great chance to directly witness and contribute in a major cultural phenomenon, rather than watching it on television. Nonetheless, the television coverage clashes with an important obstacle: the time zone problem. However, this problem can be overcome by being a sport tourist (Standeven & de Knopf, 1999). Yet, in addition to the related financial costs, a sport tourist is potentially subjected to terrorist threats, and that which are related to health. Moreover, there are other barriers related to the foreign geography and social class.

During the Sydney 2000 Games, an observational research study was made. Researchers were sent to different locations where the Games could be watched “live” (inside and outside the stadia). The viewers’ watching experiences were analyzed to maintain a better understanding of sociality as well as spatiality at mega-media sports events. The research noted that the television experience may be technically superior compared to within-stadium experience, however, it is a social experience unlike the television’s isolated one.

### **1.9.2 Australian Viewers: The Freeman Final**

The Freeman Final was the most remarkable competitive event for Australians at the Sydney 2000 Olympic Games. It offered the country an opportunity for track and field gold medal and narrated the challenge between Freeman and the French runner, Marie-Jose Perec, who had beaten her into second place at the 1996 Atlanta Games. However, Perec, which was the center of the Australian media inception, suddenly disappeared before the Games. Nonetheless, the Freeman victory compensated the loss of such narrative.

The events that were mostly wanted on the Olympic ticket ballot were the opening ceremony and the women’s 400 meters-final (Bruce & Hallinan, 2001); Cathy Freeman starred

the two events. Most people in the world, and particularly in Australia, were not able to share that moment with Cathy Freeman in the same time and space, but they were a part of it. Freeman enabled an extensive meditation on the condition of the Australian nation and its accommodation with its first peoples (Bruce & Hallinan, 2001).

Cathy Freeman was the central focus even before the game. An image of her had already achieved “iconic status” (Gardiner, 2003) due to her flourishing of the Aboriginal flag after winning the 400 meters at the 1998 Commonwealth Games.

The foreign media had a social concern, which is the Aboriginal reconciliation, and Freeman was the one to represent it. In fact, Freeman was pressured to withdraw in protest at the nation’s seeming inability or unwillingness to recognize previous Aboriginal occupation of the land, to deal with the huge social problems that followed the dispossession of aboriginal people.(Bruce & Hallinan, 2001).

The physical attendance at the Freeman Final was considered as the superior viewing position. This is mainly due to the limitation of the viewing capacity, unlike the free watching experience. However, viewing conditions in the stadium are no more parallel than that in the outside. The hierarchy of in-stadium positions is, obviously yet controversially, linked to affluence and rank (Tomlinson & Young, 2006b). An observer noted, after being at the Cathy Freeman race, that his attendance was not enough to save and secure it in the memory.

Tellingly, the substitute sociality of watching the Freeman Final in a space was only available to athletes and officials. There are now different options that offer modifications for this pleasure, with none of them with the authority of the enclosed stadium spectator. The socio-spatial dimension of “being there” enables the in-stadium spectator to represent the nation and

national culture in microcosm, and so to record and disseminate the experience for socio-cultural posterity, as one observer noted (Tomlinson & Young, 2006b). Other observations pointed that big-screen coverage at the stadium is not the same as domestic television coverage. Using portable and miniaturized media technologies makes it possible to tune in and out of events in a constant manner. In Cathy Freeman's case, moments could be experienced simultaneously with only an inconsiderable time delay.

Furthermore, responses at the hockey indicate possible competing socialites. The crowds inside the stadia are loyal to a single sport and are exposed by TV, radio, and ground announcers as followers of sporting events in other places. Modern sports spectators seek more than one task and they have to assume a membership of different communities. Nonetheless, these cultural processes frequently occur in a wide range of contexts.

To a certain extent, Olympics are just an excuse for social amusement, a background, a "cultural wallpaper" element of a social environment, and a marketing lure for a commercial leisure facility (Tomlinson & Young, 2006b).

Viewing sites were enormous, yet limited spaces were available at social sites. Hence, the crowd was active and animated. Indeed, this way of seeing the Freeman Final was much better than attending the stadium, though its associated cultural capital is much less. Moreover, this experience is, in its quality, similar to the social and cultural products brought to the viewing site by humans, as it is of the structural and situational properties of the site itself (Tomlinson & Young, 2006b).

Virtually all Australians shared the Cathy Freeman moment in a way or another, and almost all observers believed in its importance that exceed the sports arena. When Freeman

announced her retirement from competitive running in July 2003, television and newspapers around the world did not waste any opportunity to feature the Freeman Final once more. The “media sport cultural complex” (Rowe, 2003) produces different spatial and social configurations that oblige most people in a country to focus on a limited range of subjects for a specific time. This arouses strong forms of identification that are often competing.

Indeed, the Olympics invoked and revived the Australian identity as well as the Indigenous issues. The legacy of Sydney 2000 is still disputed. Olympic spectatorship tend to reflect on the state of the host society and provide a framework for the positioning of those who watched as bearers of collective memory (Tomlinson & Young, 2006b).

### **1.10 Korea and Japan 2002**

Peter Velappan, the general secretary of the Asian Football Confederation in December 1996, once said that “football is a serious business. We need to re-orientate our thinking to treat Asian soccer as a product which needs to be researched, produced, and marketed on a planned and sustained basis through every available means throughout the continent” (Tomlison, 2005).

The awarding of the 2002 World Cup to Japan and Korea was a strong push to those footballing nations, especially since it was the first time to be hosted in Asia. Those national sports cultures are the ground on which much work has been done for the modification of the potential economic and cultural impact of the World Cup (Manzenreiter & Horne, 2002).

#### **1.10.1 Street Viewing and Supporting on the Streets**

During the FIFA 2002 World Cup, a new phenomenon was observed in Japan. Notable number of male soccer fans imitated the hairstyle of England’s captain, David Beckham. At that

time Beckham had gained huge popularity among the Japanese people. *Asahi Shimbun*, a widely regarded Japanese journalism, reported on June 23, 2002, that at a private school in Tokyo, “on the day the Japanese national team play, a traditional greeting for the end of class was arranged as ‘Stand up! Attention! Nippon (Japan) cha cha cha.’” Japanese supporters shout “Nippon cha cha cha” to support their national team, therefore the rhythm was unintentionally imprinted on their minds and applied on different occasions. As an instance, to support foreign football teams, they say “Brazil cha cha cha” or “Espanior [Spain] cha cha cha.” For the Korean national team, they shout “Nippon! Korea!” which could be thought of as a “habitus of supporters’ calls” (Bourdieu, 1977). In addition, about 100 alumnae of the Hitachi Technical High School Football Club, the school from which Suzuki had graduated, gathered at the local chamber of commerce to watch the game. At the University of Tsukuba, from which Masashi Nakayama, who is a center forward in Japan’s national team, had graduated, the *Asahi* recounted on June 5, 2002, that “students enjoyed the game through a relay broadcast, which was being projected on screens in the cafeterias of the schools of physical education and art.” Such events were experienced throughout the country. Schools from which a representative player graduated had a wide range of supporters’ networks. Thereby, junior students of these schools, children of football club teams to which national players had once belonged, as well as their parents, were indulged in the World Cup.

Producing space for the specific purpose of enjoying public viewing became a crucial form of participation in the global event (Tomlinson & Young, 2006b). Japanese fans tried to enhance intimacy with individual players throughout supporting the national team, as well as benefiting from places which the players had associated with in their youth. Furthermore, they tried to develop and enjoy this relationship.

In addition to that, fans who did not have any personal or institutional relationship with national team players were also keen supporters. During the World Cup, municipal and prefectural governments established public viewing stations for those who cannot afford match tickets to watch the games. These stations became an important place to watch live broadcasts of the games.

### **1.10.2 Distinction between Japan and Korea**

In Japan, public viewing was partly restricted, especially street viewing. It was reported in the *Asahi Shimbun* on June 11, 2002, that “the municipal administrators of Aichi and Saitama suspended public viewing,” and “they were fed up with uncontrolled public viewers,” since “the over-zealous fans crowded into the stadium after the Japan-Russia game made it difficult to maintain public safety”. The Japanese media classified the excited young Japanese supporters as “Japanese hooligans.” The authorities decided to ban public viewing to avoid any conflict between two sides and any undisciplined situation in public areas.

On the contrary, in Korea, the scale of public viewing heavily increased during the World Cup. Electronic bulletin boards, which totaled 2,021, were set up on building and screens by local authorities. Moreover, dump trucks carrying large viewing screens were set in motion and in public spaces. Korean fans were excited to the extent that they climbed up on public transportation vehicles shouting support for the national team. However, the police and security guards dealt with leniency with such excitement. In fact, the security personnel preferred to wait for the supporters to climb down and hugged them while they guided them away (Tomlinson & Young, 2006b). The media portrayed street supporters in a positive light.

The difference between the two countries is evident and due to many reasons. In Japan, the public behavior is restricted with strict guidelines and excitement that goes beyond a certain level is not accepted. World Cup matches were considered “stand-alone” (Tomlinson & Young, 2006b). Football was the center of the focus as well as the individual national team matches.

Nonetheless, in Korea, the excitement following a game is considered a part of a larger international football festival. In Korea, it is encouraged to set free from restrictions of social behavior. Thereby, the same behavior is defined differently in the two countries.

The Korean team continued to progress through the tournament and, at the same time, the number of supporters increased. Japanese press described them as supporters and civilians. Almost all people from the young to the old were supporting the team on the streets, even though these crowds were subjecting themselves to the risk of being caught. Moreover, between one-half and two-thirds of the street supporters were women, and forty percent of the Red Devil’s members are women (Tomlinson & Young, 2006).

### **1.10.3 Body Cultures in Korean Street Supporting**

To attain a good understanding of the body cultures of street supporters, it is essential to examine the structures and practices of individuals constituting these particular cultures. The way the meanings connected to space had changed as time passed. A study was carried out analyzing the behavior of the supporters. The study applied Goffman’s (1959) dramaturgical perspective and Bourdieu’s (1977) notion of habitus as suitable analytical tools for the purpose of this study (Tomlinson & Young, 2006b). By analyzing the way fans communicate and interact with each other at their gathering on the streets, body techniques are exposed. Rather than verbal communications and “expressions given,” “expressions given off” (Goffman, 1959), which

include more types of behavior in nature that others can be interpreted symbolically, are the most convenient conceptual emphases for the research (Tomlinson & Young, 2006b).

Evaluating the changes of “the definition of the situation” (Goffman, 1959) as time goes by and “the arts of impression management” (Goffman, 1959) in certain situations help in acknowledging a better understanding for the strategy of street supporters.

### **Street Support and Stadium Support**

The street support and stadium support offer different sorts of pleasure. The restricted public areas for street supporting attract millions of people, hence, street fans are unable to attain regular distance between other fans. The Korean team were continually winning, meanwhile, the number of viewing supporters were increasing. Nonetheless, supporters who were watching in the stadium had a consistent physical distance throughout the tournament since they were organized by the predetermined seating arrangements.

It is important to note that the physical distance between individuals is determined based upon social and cultural standards. But this does not relate to street supporters, for they have no choice but to accept irregular close distance to other people. Thereby, they are obliged to act as an obsessive fan. Giving up the normal and then articulating new body culture is a transformative process hugely attractive to the enthusiastic supporters who gather on the streets.

After discussing the way sport was developed and used in different countries, with different regimes, and different strategies, the main target of the use of sport was to generate impact politically and culturally, and this was seen in all of the above. Different researchers discussed sport and the use of sport, and what is important in the above, is that these different governments used the mega sport events to generate impact, either internally or externally. The coming

chapter will focus on the use of sports through these events, not only on the political and the cultural part, but also it will show what the researchers studied and found as a result on the impact of sports on different pillars. To have a wider understanding of the use of sports it is important to understand how sports was used on the social, economical, political, and environmental level.

## **Conclusion chapter one**

After explaining the procedure and the purpose of this work in the introduction, it was important to seek the involvement of sports and sports events in the history until nowadays. The introduction explained the link between sport events and the society, while pointing the benefits of any governments using sports, either to create a direct link with its society or to make an impact on the international level. Furthermore, whether they are using sports events to generate soft power, as described by Nye, or using it as a tool to reposition the government ideologies or the image of the Nation, the link remains the same, which is simplified by an emotional feeling generated within the society wherever the sport event took place.

Therefore, chapter one focused on the link between sports and cultures. When we mention cultures, it is important to understand that every society has a different culture, and therefore, a different preference of tools; some cultures have religion and music adopted by its society, which may differ from other societies. The main type of music in a country may not be the same in a different country.

Heading back to sport and its involvement, it is highly seen that sports in the 19<sup>th</sup> century was shaped by many different cultures. This process was related to the globalization. Within the globalization, sports was defined by the social and political identity; a sport team not only represents the country on the international, but it also represents the society of this country. The residents felt related to the team, and this relation between the sports team and the residents is based on the emotion generated, especially when the team wins, making the residents feel proud. This pride can be used by the governments for different purposes. Therefore, a player or a team

represent the country and its residents, and sports demonstrate symbolic, social, and cultural capital for a country. Furthermore, there is a huge financial interest behind sport.

A significant aspect which was also mentioned is that the more sports became a global phenomenon, the more it became involved in politics, and the more it became the basic display of political authority, interfering in usual political matters. In the twentieth century, the majority of countries used sports on an international level. Dictatorship and liberal regimes used the charismatic power of sports for their interest, serving as a tool for different perspectives. Sport and sport events became an important tool used within foreign relations between countries.

In Italy, Berlusconi used his success within the football team, Ac Milan, to link it with the population, while spreading a simple message; this message was: as I was able to make the team win on the international scene, and made you feel proud and happy, I will transfer this strategy to the government, and if you elect me, I will make Italy the same as the team. And that's exactly what happened when Berlusconi was elected.

As a result of that, the link between sport and the society is highly seen, with a huge effect on the residents, explaining why sports offer a key medium for cosmopolitan cultural change. The success in sport can help in transforming identities, as well as playing a key role in the global developments.

This development of the use of sport, mainly sports events, is based on the foundation of federation and rules to practice sports through teams competing against each other locally and internationally. This development started in Britain, where 70 sports associations were founded; the eighteenth century perceived the foundation and the development of clubs and federations. Within this development, which Britain was responsible for, sports grew in an excellent way to

experience emotions in a cultural manner and that gave birth to the local and international attachment between the residents and the teams performing different types of sports events.

The below examples show the evolvement of the use of sport either for national development or generating emotion within the residents of the country hosting the events. Researchers argued as well, that hosting these events helped in promoting ideologies as well as showing the glory of the country.

In 1934, Italy's governments under the Fascism regimes hosted the world cup, helped in developing a national movement, restoring the glory of the past, as well as promoting the nation ideology, while renovating the sport institutions. During this time, 99.8 % of the population voted for the Fascist regime in plebiscite (Tomlinson & Young, 2006b).

Hosting the Olympics in Berlin 1936 was a phase known as the most controversial in the history of the modern game. With all the problems that Hitler had with the Jews, Berlin Olympics showed the Jewish participations, since, at that time, Hitler was keen to impress the world with the magnificence of the games.

In 1966, England invented modern football. The British government played an essential role in the modern participation, especially with the appearance of the media, while spectators were able to watch the games on TV. Also, Foreign office was aware of the political consequences for the development of international sport.

The awarding of the Olympics to Moscow in 1974 has been considered a successful holding in the world of socialism. The Soviets could claim to be just as good as the rest of the world due to this international approval (Shteinbakh, 1980). One of the historic purposes of Soviet sport had been to determine the superiority of communism as a social and economic system to

international and domestic audiences, but that theme was largely absent from Soviet discourses during the run-up to the Olympic Games (Riordan, 1979).

Los Angeles: According to the organizers, a spirit of Olympism “illuminated” the “dark abyss of Depression, and people from all over the world went home with new hope, and ‘a finer understanding of and a more intimate friendship for their fellow man, regardless of race or creed’” (Tomlinson & Young, 2006b).

In 2000 Sydney, hosted the Olympics, and the objectives were to make the city, as well as its nation, to gain and improve its image on the international. These objectives were applied to sustain huge importance and to be subjected to heavy media coverage by other countries. Hosting the Olympics gave a huge feeling of happiness to the residents of the country, while promoting the country itself on the international.

For the first time in Asia, Korea and Japan were awarded the world cup in 2002. Hosting the event provided the birth of a new phenomenon. The fans from these two countries tried to provide huge support to their national teams. In Korea, different ways were shaped by the fans to support their national team and they created a link between them and the players. For instance, if a player came from a specific school, the player was representing the school, and the same applies to the cities or universities.

While in Japan, there was a restriction for public gathering and support. While the national team of Korea continued to win, the number of fans continued to increase. There was a huge feeling of pleasure among the supporters. The restriction in one country and not in the other one explains the cultural and social standards that play a role of restriction. Even though Japanese fans preceded these restrictions and continued to watch and support the team.

As a result of the above, different countries, with different regimes and ideologies, hosted these mega sports events. As seen, the main target of the use of sport was to generate impact politically and culturally. While focusing on the political and social impact generated from hosting international sports events, other impacts can be generated. The coming chapter will focus on the impact generated on the economical and environmental level, as well as explaining in detail how hosting an international sport event can generate political and social impact. To have a wider understanding of the use of sport, it was important for us to understand how sports was used on the social level.

## **2 Chapter two: Economic, Social, environmental, and political impacts generated by hosting sports mega-events**

This chapter will focus on explaining and describing the several impacts that can be generated from the use of sports, simplified by economic, social, environmental, and political. Due to the positive impact generated from the use of sports, most of the countries are either bidding to host international sports events or are investing in foreign sports bodies. Furthermore, these impacts can be positive or negative, depending on the strategies and tactics used by the body responsible for this investment.

It is very important to understand that the generated impacts are always related to the need of the organization investing in sports. For example, some countries run to bid on hosting sports events so they can promote themselves as a tourist location, some countries use it so they can generate political support, and others use it to generate economic revenues or to develop the society. Furthermore, an explanation on how these impacts can vary, while describing what benefits are generated that organizations are seeking while using sports as a tool. Nowadays, organizations or countries hosting or investing in sports events or in a specific sports body are seeking to gain something. In general, what is gained is related to the need of these organizations. The most distinguished advantages generated are economical benefits; however, the most important benefit is the political one. Corporate social responsibilities (CSR) became more and more utilized due to its revenues on the humanities. Therefore, all the bidding countries are making sure to consider all the elements related to CSR to show the direct impact on the society or the country,

while the indirect impact remains the political one. Therefore, this chapter will provide us with a better understanding on the benefits of using sports as a tool to generate direct and indirect commodity for the country or to the community where the investment took place.

## **2.1 The economic impact**

There are different reasons why cities are bidding to host international sports events, one of which is the prospect of positive economic impact. A large number of researchers studied the economic impact associated with hosting international sports events (Aragao, 2015; Crompton, 2004; Crompton, 2006; Gong, 2012; Matheson, 2009; Ritchie, Shipway, & Cleeve, 2009; Yu, Z., 2004). According to these researchers, the positive impact is simplified by the potential of increasing economic activities ascending from the event itself. In addition, indirect economic benefits can be generated from the events, such as job creation, and events, such as the World Cup, give the opportunity to create or improve infrastructure and urban revival, and to enhance the country's international profile. It is also a way to speed investments in certain areas and infrastructures that otherwise would be forgotten or would not pass through the political process (Brown, C., Busser, J. A., & Baloglu, 2010a).

The primary motive from hosting international or mega sports event is the economic benefit that comes with it, having the most direct influence on the host destinations (Brown, Busser, & Baloglu, 2010). Turco et al, (2002) believed that the economic impact is the essential aspect to conduct in further studies related to sports events. The economic impact of mega-sporting events attracts several investors and cities to pursue the hosting rights; stadiums are even newly built or refurbished just for this specific sporting event. The massive investment in bidding on the hosting of sports event and the influence on the hospitality industry has drawn considerable

attention. Mega sports events, more precisely the FIFA World Cup and the Olympic Games, are viewed as valuable opportunities for the host nations and communities to increase the local economy, improve the local sports recreation and leisure facilities, increase the brand recognition, and enhance the communities' self-esteem (J. Crompton, 2004). Nevertheless, this does not overrule that the impacts could also have negative effects, such as tourism diversion, inflationary pressure, and underutilization of game-related infrastructure.(Yu, Z., 2004).

The positive effects allied with investing in sports, more precisely in hosting international sports events, are related to the economy. These impacts are simplified as the gross economic impact easily found in the media. For example, the Super bowl, hosted by phoenix in 2008, generated 500.6 million U.S Dollars. This amount was related to the direct and indirect spending of visitors and organizations (Gong, 2012). Preuss, (2004) shows in his study that all the Olympic Games since 1972 generated revenues that outweighed the cost. The World cup 2002, generated a 24.8 billion U.S Dollars positive impact for Japan and an 8.9 billion U.S Dollars positive impact for South Korea (Finer, 2002). Table 1 shows some examples of the economic impacts of some sports events that took place from 1999 till 2010.

**Table 1: Examples of Mega Events and their Economic Impact Studies**

<b>Event</b>	<b>Year</b>	<b>Sport</b>	<b>Impact</b>	<b>Source</b>
Super Bowl (Miami)	1999	Football	\$393 million	Sports Management Research Institute, NFL (1999)
Super Bowl (San Diego)	2003	Football	\$367 million	Marketing Information Masters, NFL (2003)
Super Bowl (Arizona)	2008	Football	\$501 million	W.P. Carey Business School (2008)
MLB All-Star	1999	Baseball	\$75	Selig, et al. (1999)

Games			million	
MLB World Series	2000	Baseball	\$250 million	Comptroller of New York City, Ackman (2000)
NCAA Men's Final Four (St. Louis)	2001	Basketball	\$110 million	St. Louis Convention and Visitor's Bureau, Anderson (2001)
U.S. Open	2001	Tennis	\$420 million	Sports Management Research Institute, U.S. Tennis Assoc. (2002)
World Cup (Japan)	2002	Soccer	\$24.8 billion	Dentsu Institute for Human Studies, Finer (2002)
World Cup (South Korea)	2002	Soccer	\$8.9 billion	Dentsu Institute for Human Studies, Finer (2002)
World Cup	2010	Soccer	\$12 billion	Grant Thornton South Africa, Voigt (2010)
Summer Olympics (Atlanta)	1996	Multiple	\$5.1 billion 77,000 jobs	Humphreys and Plum (2005)
Winter Olympics (Vancouver, BC)	2010	Multiple	\$10.7 billion 244,000 jobs	InterVISTAS Consulting (2002)

Source: (Baade & Matheson, 2011)

Furthermore, Baloglu, et al. (2010) proved that the major sports events engaged visitors. While the Olympics took place in Sydney in 2008, the number of foreign visitors reached 94,700, resulting in a 93% improvement within the occupancy of hotels, and 368,000 domestic visitors (European Tour Operators Association, 2010). Another Economic impact was related to opportunity and funding; the exposure of sports events, through the media, seized public attention and investors. Every organization and company took the event as an opportunity to promote itself through sponsoring, adding massive funds to the hosting communities. Hosting international sports events or bidding to host international sport events have a huge role in improving employment, not only in the sport field, but in all different fields. This benefit might cause an improvement in per capital personal income (Gong, 2012). In 1984, the Los Angeles

Olympic games created 210,000 job positions and the South Africa World cup in 2010 created around 300,000 jobs (Chen, 2008). Another requirement to host an international sports event is infrastructure, thus, stimulating the hosting cities to develop or create new facilities and improve the infrastructure in order to win the bid. For example, FIFA requires that the host country provide between eight to ten modern stadiums with a capacity of seating between 40,000 to 60,000 spectators (Manzenreiter, 2008). As a result, hosting the event stimulates the communities to invest and foster the infrastructures significantly, including public transportation (Lakshman, 2008).

Other than the positive impacts generated from hosting international sports events, hosting such large scale events brings trouble to the host communities. Sport boosters usually claimed attractive revenue numbers due to the mega-sporting events. Additionally, the news on media is likely to use dramatic and beneficial information to draw the public's attention. It seems like the outcomes from economic impact studies and finance analysis barely agree with the pre-event anticipations.

According to Howard & Crompton, (2004) the impacts include on-site and off-site costs. On-site costs refer to the additional equipment or supplies, labors, and time associated with hosting the mega-sporting events, and off-site costs are resulted in the number of tourists being added to their communities, which includes their arrival, related services, and hospitality. At the same time, it affects the local residents' social lives through the traffic problems and increased prices.

The majorities of sports fans are attracted by the sport events, which is why other travelers try to avoid the high season created by the event itself and hesitate to visit the hosting destination. This is another reason why displacement costs can be generated negatively from the event. In Sydney,

Athens, and Beijing while the Olympics took place, the fear of crowds, disruption and high prices blocked normal traveler's intention (European Tour Operators Association, 2010). Furthermore, the tour operators businesses were at a setback in London due to the large amount of blocked hotel rooms by the London Olympics Organizing Committee (LOCOG) (Alcantara, N, 2012).

Howard & Crompton, (2004) mentioned that the hosting community earns directly a positive net income, but it is always related to the investment made. The type of cost is always related to the right investment for the communities and to choosing the right opportunity cost. One of the community's main concerns is if it were better if the investments were made directly on the health, education, and productive industry. Humphreys & Prokopowicz, (2007) show that the same amount used to create and renovate a stadium could be used to prompt small business, enhance technology, and nurture education

## **2.2 Environmental impact**

Nowadays, many public and civic agencies, including policy makers, are concerned with the environmental and economic impacts of sports events. There are several needs for higher environmental responsibility in line with the sustainable development objectives. After the Los Angeles summer Olympic Games in 1984, Crockett, (1994) mentioned that the effects of hosting mega sports events became recognized on the economic and cultural level. Moreover, sport business organizations became aware of the importance of understanding the environmental impacts. All of the above became debates leading to some changes on the social impacts (Hiller, 1998; Lenskyj, 2012; Olds, 1998). Since the environmental impact became important with its huge values, the majority of the organizations involved in the event attempt its transformation to

a green one (Chernushenko, D., & Stubbs, 2005). These changes affected the ecosystems through reducing the use of carbon because of the climate change and to profit from the use of natural capital (Cantelon, H., & Letters, 2000; C. Jones, 2008).

Based on the above, the environmental impact can be either positive or negative. Some of the countries bidding to host international events are profiting from this bid to speed up the development of the hosting city through building infrastructure, including stadiums. Therefore, this development will provide them with a long-term benefit for the society and the local populations. Thus, these developments are providing the opportunity to use sustainable procedures for wider implementation. However, these events attracted criticism for the negative impact generated, specifically regarding the climate change (Greenpeace, 2004). As a result, the International Olympic Committee (IOC) considered the sustainable development an important task or requirement for the host city to apply in its strategies; ‘the environment has increasingly become a key and a winning competitor in the Olympic Games’ (Collins, Jones, & Munday, 2009).

There are no doubts that the environmental considerations viewed by the IOC are important. So far, the majority of the strategies implemented by the host city are environmentally friendly oriented, like building efficient energy using renewable power or implementing waste avoidance (Collins et al., 2009). Nevertheless, there are other areas which need to be improved; sponsors of mega sports events are not taking good care of environmental professionals, so as a result, the strategies applying environmental tasks vary between mega events. Furthermore, the concentration on local issues led to a situation where the effectiveness of environmental impacts of the strategies implemented by the host became difficult to be compared and assessed between different events.

### **2.3 Political impact**

By using sports, politics has a great influence in relation to foreign policy; the success of sports became seen as a national strength and prestige. Therefore, international sports competitions turn out to become a pitch for ideologies mirroring the world political situation. Most of the governments have used, or are still using, sports to produce political support. In general, there are three types of domestic sports policies; integrative, symbolic, and instrumental, which will all be further detailed. There are two ways that can generate support for a political system; either by the processes of political socialization or by generating outputs (Easton, 1965). This support can be specific or direct. Slight research was made on the function of the use of sports as a tool of domestic policy, generating support and promoting government goals (Johnson, 1982). In order to have a better understanding Johnson, (1982), detailed the three types of sports policies and their functions. The first one, integrative sport policy, is reached through manipulating the values of the system; for example, Qatar is investing heavily in hosting international sports events to improve the society and to build the nation. The second one, symbolic policy, has a function to build the image of the country; therefore, Qatar is investing in a sports body in foreign countries to improve and build the image of the country, and at the same time hosting international sports events will help to speed up the construction of infrastructure to make their country's facilities qualified to host such events and to impress the world. The last policy type is instrumental and its function is to distribute the benefits among participants within sports.

Chapter four in my thesis is related to the psychological impact associated with hosting an international event, focusing on measuring the impact of hosting sports events on the residents of the country. Since groups may not be able to exploit integrative sports policies, they may exploit social values generated from the use of sports (Johnson, 1982). Sports also reflects the society

and affects the government in a way to help control or influence the society. Therefore, the government may prevent the use of sports in case it threatens the regime; an example of this would be Hitler abolishing the Worker's sports movements in 1933. Another aspect that the government focuses on while using the sports as a tool is to promote the image of the nation. Therefore, governments bid to host international sports events that particularly have an international prestige. Thus, symbolic sports policy is recognized as international objectives, and it allows the government to reveal its competence and ability to show the nation's power. The result of such a policy allows the residents of the country to feel pride and nationalism. Basically, sports is used like in a war, when it comes to nations competing against each other, national teams prevent outside threats and defend the country's image, pride, and regime through providing commitment to higher symbols (Lowi, 1974). Once the team achieves a high result, indirectly it is reflected on the resident's level, while providing them with the feeling of superiority; this feeling is the result of the investment that the governmental body made and empowers the political system (Johnson, 1982).

In consequence to the above, sport is used as a tool with the objective of domestic policy to support the system. Sport is mirroring the principal values of the society. Therefore, sport is an attractive vehicle used by the government to improve the level of support. This support is not only internal for the society on psychological aspects, but it can also be external to gain more soft power, especially through improving relations and diplomacy between countries. Therefore, sport is one of the tools that can be used between countries to show case every system and regime while replacing war between countries. Soft power is replacing hard power while countries are competing against each other, and supporters are enjoying the games. In return,

globalization and its movement play as an accelerator between countries, especially to spread a message or an idea.

To understand the role of sport in the globalization, it is important to define globalization. Historically, the evolution of the globalization definition could be mentioned as the following: Robertson's (1992) explained that globalization is a consolidation of the world into one space, in other words a 'global community'. Additionally, he explains that globalization is the 'compression of the world and the intensification of consciousness of the world as a whole'. Therefore, globalization increases the level of connection across nations and regions, especially nowadays by the use of social media, the world's financial system, as well as the evolution of the governmental organizations and international events, such as sport competitions. Wenner, (1998) explains sport as a phenomenon consistently presented as a major occasion of the gathering forces of globalization, precisely by spreading national, cultural practices as global phenomena. Sports have impact on reception, interpretation, organization, and practice. All these developments are operating in the context of a developing international division of cultural labor in sport (Miller et al., 2001).

The majority of authors that worked on globalization end up with a number of factors that have been identified as key role in the improvement of globalization, (McBride, S., & Wiseman, 2000; Robertson, R., & White, 2007; Wolf, 2004). These factors are: pressures from transnational corporations, international capital, neoliberal economies, and right-wing governments where markets have become liberalized and trade relations among countries have increased (Thibault, 2009). Furthermore, the progress in communication and technologies has improved the ability of exchange among individuals, organizations, and governments. All this, in turn, has contributed to globalization in the political, economic, social, and cultural pillars (Pieterse, 1994; Robertson,

R., & White, 2007). These pillars have been studied in different contexts: politics and international governance, economics, business, media, technology, and health (Ritzer, 2008). Also, several authors studied sport and its applications within the political, economic, social and cultural pillars (García & Amara, 2013; Gibson et al., 2014). In the context of sport, Tomlinson & Young, (2006a) described the fact of the size of international sports events compared to different charters, and, in their approach, they retell that the FIFA is more global than the United Nations (UN) since the FIFA has memberships of 211 countries while the UN only has memberships of 192 countries(FIFA, 2017b).

In many ways, sport has been beneficial for globalization; this is recognized by the number of countries that increased in participating in different levels of sports events. In addition, this globalization helped to reduce borders between countries and nationalities. The number of athletes participating in a diverse range of sports, overflowing religious lines and climate barriers, has improved. Today athletes are representing different countries from their origin, while performing and competing in international sports events. An example for this globalization and exchange of athletes is highly seen in the football teams. Wilsey, (2006) argues that football is ‘unique in its ability to bridge differences and overturn national prejudices’. The author explains further while giving the example of two nations that collaborate within each other to host the 2002 FIFA World cup. He explains that:

In less than a half century, South Korea went from not allowing the Japanese national team to cross its borders to cohosting the World cup tournament. Give the world 50 years and we might see the cup co-hosted by Israel and Palestine.(Wilsey, 2006).

Miller et al. (2001) explains that 'sport is probably the most universal aspect of popular culture'. Sport has always included an international dimension, but in the past years, this dimension appears to have increased. Thus, sport is used as a tool for recognition on the international scene, even though sport has not been favorable for all. Furthermore, it is important to understand what the meaning of soft power is and its implication with sport. The following points will focus on explaining the meaning and the origins of soft power, and how its used through sport events.

### **2.3.1 Soft Power and Nation Branding**

Nye was the founder of the theory of soft power and, to have a better understanding, it is important to go back to the origins of this concept. It is also important to take into consideration its evolution, which is related to the different sectors, from state centered to non-state centered actors, and their role in the rise of this power. Since this concept is often used as a support for foreign consultancy, it is important to understand its function on the analytical and rhetorical level.

When we mention Soft power, it seems to be an easy concept to understand. Mainly when someone mentions soft power, he/she relates it to its opposite, hard power, which in turn is related to war and military. Therefore, soft power is linked directly to communication and diplomacy. As mentioned before, the founder of the term, soft power, is the scientist, Joseph Nye, who was presented by the following:

The Princeton and Harvard-educated political scientist Joseph Nye, was the American scholar responsible for coining the term. Since its introduction, Nye has continuously updated and promoted the concept and theory. He has been a Harvard faculty member since 1964 and served as the Dean of the John F.

Kennedy School of Government from 1995 to 2004. He held several positions in Washington, including Deputy to the Undersecretary of State for Security Assistance and Science and Technology in the Carter Administration from 1977 to 1979, and Assistant Secretary of Defense for International Security in the Clinton Administration between 1994 and 1995. He is also the head of the Northern American Chair of the Trilateral Commission, a private organization gathering together influential intellectuals on contemporary politics. Soft power evolved over time as Nye theoretically developed the concept, and as it was adopted to meet the needs of various interests or places (Angey-Sentuc, G., & Molho, J. 2015).

The concept of Soft Power appeared for the first time in two different settings; the first one was his book, *The Bound to Lead: The Changing Nature of American Power* (Nye, J.S. ,1990), and the second one was his article *Soft Power* (Nye, J.S., 1990). He focuses on America in his description and analysis; he mentioned that it's not a losing power, and, instead, America remained in the same position as “the world's leading superpower”, and it was here he mentioned that the USA can maintain a determined foreign policy in bounding on the concept of Soft Power. As a result, the concept became a general strategy implemented by the USA in its strategy on maintaining good relationships with the world on the bases of win-win situations. He mentioned the following:

Soft or co-optive power is just as important as hard or command power. If a State can make its power seem legitimate in the eyes of others, it will encounter less resistance to its wishes. If its culture and ideology are attractive, others will more willingly follow. If it can establish international norms consistent with its society,

it is less likely to have to change. If it can support institutions that make other states wish to channel or limit their activities in ways the dominant state prefers, it may be spared the costly exercise of coercive or hard power (Nye, J.S., 1990).

In his work, Nye focuses on the use of soft power after the Cold-war. After the collapse of the Soviet, there was no more importance for the existence of the USA army in Europe. He shifted the focus of soft power towards the culture of the country and the politics:

“Its culture (in places where it is attractive to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority)” (Nye, J.S.,2004)

While focusing on the following points:

- Gaining legitimacy for international actions
- Enhancing a state’s capacity to form international coalitions
- Avoiding being subject to the influence of others
- Preventing military confrontations

We can notice that the term of soft power presented by Nye evolved, and this evolvment was related to the need of the United State as a theoretical support for its actions. This improvement went from Soft to Hard to Smart, then finishing by 2011 with the Future of Power. (Nye, J. S. ,2011), where in this new concept he makes a link between hard and soft power. For instance, a military presence should be present as a hard support to the alliances that maintain a stable diplomatic situation with other countries, and, at the same time, it can play a role of threat to

other countries adapting different ideologies. Ultimately, Nye is basing his theory as a support for the United States promoting their influence.

Furthermore, it is also important to mention the relationship between soft power and hard power. When analyzing both concepts, we tend to think that soft power works better than hard power, thinking that it can help accomplishing objectives. In fact, soft power is more difficult to use than hard power (Fan, Y. 2008).

The founder of the concept, Nye, mentioned that the relation between both terms is not clear; on one hand he mentioned that the objective of both approaches is to reach and achieve a purpose by affecting the behaviour of others (Nye, 2004). While on the other hand, soft power does not depend on hard power.

Table 2 explains the difference between hard power and soft power. Even though we can say that both concepts lead to the main point, which is others adopting our point of view, soft power is nothing more than the soft face of hard power; it is the manifestation of hard power. It is the people's reaction to our behaviour. With hard power, it is based on aggressivity, while with soft power, it is more based on a diplomatic way of influencing others.

Even though diplomacy will not be adaptable in all cases, it remains the nicest way a country which is used by a number of countries in order to express to the hosting country that they don't agree with their ideologies or approaches. Another more recent example is England boycotting Russia, who will be hosting the FIFA World Cup in 2018, to showcase its disagreement with the politics applied by the Russians.

**Table 2: The difference between Hard Power and Soft Power**

<b>Hard Power</b>	<b>Soft Power</b>
Ability to change others' position by force or inducement	Ability to shape preferences of others by attraction
Military and economic power	Cultural Power
Coercion, force	Co-option, Influence
Absolute	Relative, context based
Tangible, easy to measure, predictable to certain degree	Intangible, hard to measure, unpredictable
Ownership specified	Unspecified, multiple sources
controlled by State or organizations	Mostly non-state actors, uncontrollable
External, action, push.	Internal, reaction/ response, pull
Direct, short-term, immediate effect	Indirect, long-term, delayed effect
Manifested in foreign policies	Communicated via nation branding

*Source: (Fan, Y. 2008)*

Thus, Fan, Y. (2008) explains that soft power is an essential part of Hard power and is used as a tactical way and an extension of Hard power; soft power couldn't work without the support of Hard power. In other words, a country with a lot of resources of soft power would never be able to reach its objectives without the support of Hard power. If a country with a lot of economic resources doesn't develop its Hard power, it would never be able to protect itself.

Furthermore, soft power can be negative, and that is related to the power exercised by the country; a country that implemented a lot of Hard power can affect its use of soft power. In the

case of the USA and Iraq, the Americans in their war against Iraq, affected their image around the world. The negative power mainly is coercion, since it increases fear and people become afraid of the country applying coercion, thus, they become less attracted by the ideology of this country.

The term, soft power, is used by the majority of governments in order to maintain good relationships with other governments, even if they don't agree with their ideologies, for the benefits of other interests, such as trading.

The term soft power was used a long time ago, before its appearance lately by Nye. This concept can be traced more than 2,000 years ago, used by the Chinese, according to a study made by (Fan, Y. 2008):

Sun Tse (544 – 496BC), a military strategist of 2,500 years ago, advocates winning a battle without a fight. The Chinese philosopher Confucius (551 – 479BC) believed that the ruler should win the allegiance of people with virtue (soft power), not by force (hard power). Similarly, Mencius (372 – 289BC) advocated rule in kingly way ( wang dao ) rather than the tyrant way ( ba dao ). The kingly way refers to governing by moral example, whereas the tyrant way involves governing by brutal force (Wang, 2006). Lao Tze, a contemporary of Confucius, says in Tao Te Ching, 'I know the benefit of wuwei ( do nothing); the softest can win the hardest. Invisible force can pass through the intangible '.

What we can realize is that soft power, or this concept with its approach, dates a long time back, Even though it works properly with governments, it has its limitations, which are simplified by its definition. Joffe, (2006) mentioned that the definition of soft power is loose and vague; therefore, the concept was not understood properly, misused, and underestimated. The dark side of this concept is ignored by its founder, and Joffe, (2006) explains that the extreme use of this power is not a good thing. He explains that exaggerating in the use of hard power will result in bloodshed and will create resistance by residents. Similarly, too much of soft power twists minds in offending the decisions made by the government and create conflicts among residents.

### **2.3.2 The power of Sport events**

Many countries recently increased their spending in sports investments, either in elite sport sectors, or in the number of bidding for mega sports events. Sports was defined by De Bosscher et al ( 2008) as an arena for countries to compete alongside each other in a ‘global sporting arms race to improve international prestige by means of other than military and economic power. For example, in soft power, the number of Olympic medals a country has earned is included as a variable that reflects a country’s global image’ (Ernst & Young, 2012).

The term soft power, developed by Joseph S. Nye (2004), is defined as ‘the ability to shape the preferences of others without threat or payment’. The ability to influence others by attraction aims at getting internal and external legitimacy. Therefore, Qatar is investing so heavily in sport sectors for several reasons, some of which are economic and social, and some of which are political, particularly as a foreign policy tool to build relations with as many countries as possible in order to gain soft power for national security reasons.

It is well known that hosting major sports events captures substantial attention worldwide (Woosoon Kim & Walker, 2012). The impact of sports events became meaningful and powerful, giving the opportunity for political exploitation where politicians can analyze the impact of sport events in the society, and, based on the results, use it for their political movements and actions. Moreover, an increased number of countries are bidding on hosting international sports events, using this opportunity to mention their arrival as credible powers on the international scene (Grix & Houlihan, 2014). Lately, governments increased their political importance of the use of sport, since politicians and governments have seen in it a way for improving the nation's image, credibility, stature, and economic ability to exercise agency on the international stage (Grix & Houlihan, 2014).

Nowadays, politics and sports go aside in relation to foreign policy. Sport success is a measure for national strength and prestige. Thus, competitive sport became an arena of ideologies, mirroring the same tensions that are seen throughout the world on the purely political plane (Riordan, 1974). Researchers argued that the majority of benefits of hosting international sports events are related to domestic social and economic change (Van Der Westhuizen, J., & Swart, 2011). The majority of the benefits were focused on the increasing power and influence of developing countries in international relations and, in particular, the emerging powers. Within this approach it was only reflecting their growing material resources of power, notably their remarkable economic growth (Guthrie, 2012). These states play a far more active and influential role in global economic affairs and have become game changers in the governance of the global economy through routine involvement in international economic organizations (Schirm, 2010). The political willingness and economic ability of emerging states to bid for and host, or invest abroad in sport, adds another important dimension to their growing authority in global affairs and

highlights the diversity of the sources of their power, which now goes beyond their emergent market status (Taylor, 2009).

#### **2.4 The Social impact**

Economic impact is predominately used by local authorities to promote and justify the bidding and hosting of a major sport event (Bull, C., & Lovell, 2007). However, the social impact is the directed impact on the community and the residents where the event is taking place. The definitions of social impact are often retrieved in the tourism fields, as events are mainly perceived as touristic activities (Ohmann, Jones, & Wilkes, 2006). Weiler, B., & Hall, (1992) define the social impact as “the way in which tourism effects changes in the collective and individual value systems, behavior patterns, community structures, lifestyle and quality of life”. Social impacts affect directly the quality of life of residents and is seen as short-term consequences ( Paul Brunt, 1999). Hosting an international event is an opportunity for foreigners to use this occasion to visit the host country, either to attend the event, or for tourism. Social exchange theory accounts for different resident evaluations of tourism impacts, primarily in terms of experiential or psychological outcomes. Feelings or psychological states result from the experiences taken “symbolically through the objects exchanged, the functions performed by the exchange, or the meanings attributed to the exchange” (Bagozzi, 1975). Within the theory, it is the residents who evaluate the event, either if it is positive, or negative. The evaluation is always related to the expected benefits from the services they acquire. The perceived impact is positive when both actors have high levels of social power; in other words, power drives from having resources that another actor needs or values (Wrong, 1979). On the other hand, the negative perceptions are linked to low social power between actors. These actors are receiving little gain from the exchange. Whether positive or negative perceived impacts, they are theorized in terms

of the presence or absence of certain “antecedent conditions”: rationality, satisficing benefits, reciprocity, and the justice principle (Searle, 1991).

Residents should be aware of negative and positive perceived impact. Residents are assumed to obtain a reasonable level of satisfaction from the social exchange relationship, rather than maximization of benefits. Thus, a positive attitude will be developed by the residents if the expected benefits meet an acceptable determined level of satisfaction. Faulkner & Tideswell, (1997) determined the variables that differentiate both individual and collective exchange relationships by an intrinsic and extrinsic dichotomy. The evaluations made of the events may vary between perceived social impact and other intrinsic variables; this could be related to the resident’s nearness to attractions, the way the event is evaluated in terms of “altruistic surplus” (Fredline, E., & Faulkner, 1998). As a result, residents living in a proximity to the event are more likely to be affected negatively due to the traffic and noise. Furthermore, the feedback of the hosting of the sport event is retrieved by the residents of the country. In order to measure this feedback, Crompton, (2004), developed a strategy which is related to the psychological impact generated from hosting international events. Several studies, like (Kim & Walker, 2012), are based on Crompton approach, and, as a result of their studies, hosting a mega sports event, like the super bowl, generated a positive social impact on the society. The study, developed in one chapter, was based on the same approach while targeting the nationalities of the residents of the country. In order to have a better understanding on the impact of the event, this can vary from being general on the entire residents of the country, or exclusive on one group from the same nationality. This helped measure what nationalities may be more affected from hosting the event, resulting in the residents coming from nationalities geographically living near the hosting country are more affected from the residents far away.

### **2.4.1 Implication of social impact**

While many studies were conducted to explore the impact of hosting sports events, the focus was concentrated on the tangible outcome, economic benefits (Wonyoung Kim, Mun, Walker, & Drane, 2015). Recently, research has also been focusing on understanding the social impact associated with the intangible benefits of sports events (Balduck, Maes, & Buelens, 2011; J. Kim, Kang, & Kim, 2014; S. S. Kim & Petrick, 2005; Woosoon Kim & Walker, 2012; Slabbert, Africa, & Oberholzer, 2011; Waitt, 2003). Burdge et al. (2003) mentioned in the principles and guidelines for social impact assessment in the USA that it is very difficult to synchronize all the measurements because of unexpected social changes. Therefore, the objective is to identify the strategies and tactics implemented in an event in order to generate particular outcomes. Inoue and Havard (2014) mentioned that a sport event generates a higher level of social impact for attendees if they feel a greater sense of social camaraderie. In order to assess this sense of social camaraderie, (Chalip, 2006) developed five strategies: enabling society, creating event-related social events, facilitating informal social opportunities, producing ancillary events, and theming widely. (J.R.B. Ritchie, 2000) mentioned that the nature and quality of event social impacts depends on the planning that takes place to engender value; hence, the assessment of these five strategies will give us the estimated outcome from assessing the data collected after the event took place.

Although the Handball World Championship is well known in Europe through followers and fans, the economic benefits to the hosting city are still low (J. Humphreys, 1994; Porter, P. K., Fizek, J., Gustafson, E., & Hadley, 1999). Thus, for a country like Qatar, focusing on improving its different sectors would be more important than focusing on the direct impact as mentioned by

HE Sheikh Joaan bin Hamad al-Thani, President of the Organizing Committee of the 24th Men's Handball World Championship Qatar 2015:

“The State of Qatar along with 2015 Men’s Handball World Championship is a manifestation of our effort towards a healthy society while spreading awareness on the importance sports has in our life. The championship will have a great impact on our society as it opens up working opportunities for experts in the field of sports and gives the young and talented an opportunity to contribute to a great event at the heart of our country” (Gulf times, 2015).

Although the opinion of leaders may generate support, focusing on the perceived social impact from hosting a sport event highlights that a better social impact is produced by a sport event for local attendees if they feel a greater sense of social friendship at the event, giving the chance for attendees to share excitement between themselves and stimulate social interaction (Inoue & Havard, 2014).

There are different approaches that explain the way to generate a social impact. What’s mainly important to realize is the relation between the sport event and the society. For instance, the handball games are not well known in North America; therefore, its implication within the residents in these countries will be less compared to the population in Europe. For this reason, the governments and organizations planning to host an international sport event try to make the link within the society in order to understand what type of sports may interest the residents. By doing so would allow them to then make a direct link with their emotions, and, based on that link, the government decide where and in what to invest.

## **Summary chapter two**

This chapter focused on the impact generated from hosting international sport events, and, mainly, on the different purposes countries bid to host international sport events, such as exposing their image and culture to the international, economic benefits, environmental benefits, political advantages, and social benefits. These benefits or impacts can be either positive or negative.

The economic impact can be gained directly and/or indirectly. The direct impact is the prospective of increasing economic activities ascending from the event itself, and the indirect economic impact can be generated through job creation, improving infrastructure, urban revival, enhancing international profile, and to speed investment in certain areas. The economic impact is the main aspect to attract investors; when a country is hosting an event, several opportunities for investment arise (e.g building new stadiums), and a huge number of international companies become interested in investing in the hosting country.

Furthermore, these events are seen to increase the local economy, improve the local sports recreation and leisure facilities, increase the brand recognition, and enhance the communities' self-esteem. At the same time, residents also try to invest on a local level, mainly in small businesses, such as restaurants.

We have talked about the positive impacts from hosting an international sport event; however, the event could also generate negative impacts, such as tourism diversion, inflationary pressure, and underutilization of game-related infrastructure, which will in return affect the local residents' social lives through the traffic problems and increased prices.

Another type of impact associated from hosting international and mega sport events is environmental. In the past, the majority of the countries that hosted a mega sport event did not focus on the environmental impact. However, lately, the majority of the organizations involved in the event attempt its transformation into a green one. These changes affected the ecosystems by reducing the use of carbon, because of the climate change, and to profit from the natural capital. In order to expedite in the development of the hosting city, or the areas where the event is going to take place, these green organizations are focusing on a long term development through the use of sustainable procedures for wider implementation, building efficient energy using renewable power, or implementing waste avoidance.

Even though organizations attempt to use a green approach, there are criticisms for the negative impact generated regarding the climate change. As a result, the International Olympic Committee (IOC) considered the sustainable development an important task for the host city to comply and implement within its strategies. Until today, it is always difficult to assess if organizations are using strategies based on a green approach or not, and these difficulties are based on the different approaches adopted by the organizations.

When it comes to recognition, image, and exposure on the international scene, it is highly important to mention the political impact generated from hosting international or Mega sport events. The political impact is simplified by using sport in relation to foreign policy, success of sport as a national strength and prestige, and sport competition becoming a pitch mirroring ideologies.

Sport is used to produce political support, either by the process of political socialization, or by generating outputs. Symbolic sports policy is recognized as international objectives and allows

the government to reveal its competence and ability to show the nation's power. The result of such a policy reflects the residents of the country to feel pride and nationalistic. Once the team achieves a high result, indirectly it is reflected on the resident's level, while providing them with the feeling of superiority; this feeling is the result of the investment that the governmental body made, which in return empowers the political system. The term, soft power, was founded by Nye, as a support to the American strategy in developing international relations with allies, as well as giving a reasonable answer to its approach in generating power. Even though this term was applied a long time, no one gave it that much importance due to the lack of globalization which did not exist in earlier times. Furthermore, after the collapse of the Soviet Union, the USA no longer had any obligation to stay in Europe with its military, therefore, this term was found to maintain political relations and influence other countries in a different way.

Sport is a tool that generates soft power. Nowadays in a globalized context, it is important to maintain good relations with other countries, either for economic reasons or diplomatic reasons. In both cases, sport was the tool used to maintain and strengthen these relations, knowing that mega sport events were used by countries to boycott others, and that was the cheap way of maintaining a different ideology from the other one.

Furthermore, the concept of nation branding is similar to soft power, since it focuses on developing the nation's image around the world, developing the country's relations, and improving internal development such as infrastructure.

In both cases, nation branding and soft power, no matter for what strategy the country is using them, lead to have good relations on the international level and finding a win-win situation for both countries. Therefore, it was important to understand in chapter three, what type of

relationship exists between two countries that have different ideologies and different approaches, and how is it affecting them.

Social impact is a direct impact on the community or the residents of the country hosting the games; it affects the resident's quality of life, while at the same time it can be an opportunity for foreigners to visit a new country. The impact generated can be simplified by feelings. It can be generated either from foreigners or locals.

Feelings are directly linked to the psychological term. Within the theory, it is the residents who evaluate the event; this evaluation is related to different aspects which can be related to the culture of the society and to the location of the residents.

Cultures is highly important since it is what helps define if the residents are interested in this type of sport event or not; if they are interested, that can create and generate positive impact; if they are not interested, then no link will be found between the event and the residents. Furthermore, the distance between the location of the event and the residents or visitors plays an important role in the type of connection and impact generated. The closer the residents are to the hosting city and the closer the visitors are to the hosting country, the stronger the connection and impact generated. In both cases, a reasonable level of satisfaction should be generated. Crompton developed a strategy to measure the impact generated, which is defined by the psychological impact generated from hosting international sport events.

While this chapter focused on the impact generated from hosting sport events on different levels, it also showed that the use of sports can link all the different pillars together. Therefore, these days, bidding on hosting mega sports events requires the bidding country or town to take into consideration all the phases and impacts that can be generated to positively affect the territory.

It is important to realize that most of the revenues from the use of sport are generated to the benefits of the government, and it is the government's decision to decide how to use the impact generated. The main perspective for a government to use sport is to generate positive impact on the society. When the people's emotion is affected, they tend to forget the problem they are facing and their need as a society. Therefore, it was important to understand whether today sport is still used the same way as it was mentioned in history, or if there was any transformation in the use of sport.

The next two chapters will investigate the use of sport externally as well as internally. It is important to see how governments are using sport and what is behind this investment in sport. Therefore, the case of Qatar will illustrate and provide us with a good understanding on whether there were any changes in the use of sport, or if it remained the same. The first study will focus on the relation between France and Qatar by investing in the Parisian football club, and the other study will measure the impact of international sports event on the residents of Qatar.

### **3 Chapter three: Foreign investment impact on the French sports body: the case of Qatar**

One of the most visible consequences of the recent liberalization and commercialization of European sports is the growing levels of foreign investment in the European sport market. Several professional French clubs have been taken over by foreign investment; one of these clubs was the PSG that was taken by Qatar. This chapter aims to understand what is behind these investments. The discussion is separated into two main parts. The first part explains the relation between France and Qatar, while relying on the theoretical framework discussed in chapter two regarding globalization and soft power. It also discusses the themes emerged from the interviews on countries investing abroad in sport. The second part explores the benefits that France and Qatar acquired from this investment. This chapter sets to clarify whether this investment is perceived as an opportunity to develop the society, and if it improved the diplomacy between countries. As a deduction, foreign investment in sport is a win-win situation for both countries on different levels; there is no doubt that economic impact is generated, so it is the time for federations or any other sport institution to use this model as a tool for development.

#### **3.1 The use of sport on different levels**

Different types of impacts are generated by the community hosting sport events (Fredline, 2004; Ritchie, 1984); these impacts are defined by Gramling and Freudenburg (2010) as physical, cultural, social, political, economic, and psychological, which could be studied before, during, or after the event. Furthermore, these impacts may be acquired from investing in foreign sport bodies, and different approaches could be used to engender and communicate a solid and durable

place brand. In this study we will showcase the benefits Qatar and France are acquiring from investing in PSG (Paris Saint-Germain), we will consider that investing in sport is a highly used tool today for place branding, and we will see what is behind such an investment on the political, economic, and social level, that both countries perceive. Today, sport has become one of the best tool for branding, meanwhile the sport industry continues to improve reaching internationalization (Rein & Shields, 2007). Sport is presented as a tool of gathering forces of globalization by spreading national cultural practices on the global scene. As a result “what may at first seem as a national preoccupation takes on global implications (Wenner, 1998). Sports receive media coverage, generating valuable visibility that can attract tourists and investors. Additionally, sports can stimulate the emotion between the attendees and the participants, symbolizing energy and strength (J. Crompton, 2004), where sports’ major protagonists have mutated into global icons. Soccer heroes such as David Beckham, Zinedine Zidane, Messi, and Ronaldinho were recognized and admired all over the world (Ferner, A., Bélanger, J., & Westney, 2008). Furthermore, sports events and sports competitions rise common bonding, where residents share their experiences encouraging nation’s identity (J. Crompton, 2004). Different studies were made by researchers targeting the impact of hosting international sports events and mega sport events, on different levels (social, economic, political, as well as environmental). Nevertheless, researchers studied and tried to understand what benefits are attained for countries like Qatar from investing in foreign countries, as well as the perceived impact on the residents of these countries (García & Amara, 2013; Hoberman, 2011).

Different strategies were implemented by governments to develop their countries. As a result, they recognized the importance of branding and started to improve their position to reach the global marketplace, hoping to attract and retain residents, tourist, and investors (Rein & Shields,

2007). Nowadays, countries, cities, and places have created their tourist agencies from local to international levels adding facilities to attract more people, resulting in the world's largest business (Wolffington et al., 2006). This chapter is separated into two different parts. The first part will represent the literature review developed in the second chapter by defining and explaining the concepts of globalization and soft power, then represent the benefits Qatar is acquiring from this investment. Furthermore, an explanation of the current relation between France and Qatar will be provided to understand the benefits generated. The result helped in understanding the impact acquired from this investment in the PSG, and the approach targeted the general pillars related to the topic; these pillars are defined by the economic, social, and political. Moreover, the chapter tries to understand if France is improving its image from this investment, or if it's only Qatar's image that is improving. The second part explores the benefits that France is acquiring from this investment. The objective of this chapter is to understand the features associated with the investment that took place at Paris Saint-Germain, specifically evaluating the impact of buying the PSG by the Qataris on France, more precisely on the French sports body. Several interviews were made with professionals working in the French sports body to understand what is behind this investment for both countries. The interview was related to the impact of this investment on the social, political, economic, and the image acquired for both countries.

### **3.2 The state of Qatar**

The Peninsula of Qatar is in the south west of the Arabian Gulf with a size of 11,437 sq km, and is only bordered by Saudi Arabia to the south. Qatar consists mainly of a 563-km sandy coastline. Qatar was ruled by the Ottoman Empire, then by the British, and took its independency on September 3<sup>rd</sup>, 1971. Sheikh Qassim Bin Mohammed Al-Thani succeeded his father as ruler

in 1878; Qatar's National Day is celebrated on the 18<sup>th</sup> of December (Turner, 2002). Qatar is a 'Constitutional Monarchy' giving its ruler the title of Emir, currently running by the Al-Thani family (Peterson, 2001). In 1971, Qatar became a member of the Arab League and the United Nations, it became a driving force in the formation of the Gulf Cooperation Council (GCC), grouping Qatar with Bahrain, Kuwait, Oman, Saudi Arabia, and the United Arab Emirates (Peterson, 2001). 77.5% of the population of Qatar has Islam as a religion, with Sunni Muslims constituting 98% of the Muslim population. Qatar's has an estimated population of 2.336 million (worldmeteres, 2017). Qatar's climate is usually quite hot and humid in the summer season, with cool and pleasant winter seasons (Wikipedia, 2017). In January, the temperature is around 22°C; in the desert during the night, the temperature drops and winds can be biting cold. July and August are the hottest months in the country, where the temperature reaches 42°C with an average minimum of 30°C (Mark Leberfinger, 2015).

Qatar's capital is Doha, the center of the country's largest oil and gas companies. Qatar's economic revenue is built on the massive extraction of oil and gas. Qatar's GDP in 2015 reached 166.9 Billion USD. Qatar started to establish itself as a sport destination with hosting the 15<sup>th</sup> Asian game (Amara, 2005), where one of its focus was on providing luxury services to the visitors (Qatar General Secretariat for Development Planning, 2008). The continuous and rapid change within the country explains the will of developing the tourism sector, specifically in the capital, Doha (Qatar General Secretariat for Development Planning, 2011). 60% of the country's tourist is corporate travelers, while the other 40% are leisure visitors (Turner, 2002). Qatar's main resource is the gas and oil sector; this rich country is trying to profit from its resources to generate an economic revenue used to develop other sectors in order to transform the country into a developed one. As a result, its wealth motivated the Qatari leaders and encouraged them to

use these resources politically through putting Qatar on the world map. Therefore, the Qatari policy is to profit from all the possibilities and all the events to promote itself. Qatar prides itself on accommodating the head office of Al Jazeera, the Arabic satellite broadcaster, and on successfully hosting the Asian games. It is also going to be hosting the 2022 football World Cup.(Akkawi, 2010). Different outcomes are generated from Qatar's determination to host the FIFA World cup in 2022. Basically, Qatar is using this event as a tool to boost the development of its different pillars. The thesis focuses on the economic, social, and political pillars affected by all the strategies that Qatar is implementing, and its tactics delve in the process of the development and promotion of the country. Before the World cup takes place, Qatar implemented different strategies to test its capability and to test its ability to host a higher level of sport events like the World cup. Hosting this type of event in the country is expected to affect its infrastructure, along with its social, education, tourism and other pillars within the body of the country. So far, the majority of the projects Qatar has accomplished or put in progress are related to the hosting of the FIFA World cup in 2022. Qatar started in the past years to develop and build different projects related to each other, one of which is its infrastructure; for example, Qatar started in building a metro to link all the cities together and to facilitate transportation. The study assesses the social impact generated from hosting a smaller sport events than the World cup by measuring the psychological impact on the residents from hosting the Handball world championship. The result will provide insight on whether hosting such an event will aid the government with its strategies and tactics for developing the country.

For the time being, Qatar still have to speed up its projects' completions, since these projects should be delivered within a crucial time frame in 2022. Until now, Qatar was able to deliver two of the biggest projects; the first one is the Doha international airport, and the other one is the

bridge between Qatar and Bahrain. Furthermore, accommodation is another issue, since they have to provide accommodation for the estimated half a million visitors expected to arrive in 2022. “FIFA stipulates a host country must have a minimum of 60,000 hotel rooms” (Joe Hall, 2015). Furthermore, Qatar will provide 12 soccer stadiums in different areas, and each stadium will be air-conditioned to meet FIFA rules and regulations.

Qatar hosted the Asian Games in 2006 and the Handball world championship in 2015. For the Asian games, Qatar appointed a program manager of an Australian origin and who has previously planned the Sydney Olympics. Qatar had planned to spend around 100 billions of dollars on its infrastructure and over 40 billion on projects like transportation, tourism, education and housing, in addition to 25 billion on the metro and rail networks (Joe Hall, 2015). Another challenge that Qatar should take into consideration is the level of the football team that is going to present the country. Qatar’s football national team’s world ranking is 88, the highest ranking in the past 20 years was 53 (FIFA, 2017). In order to aid in improving the team presenting the host’s nation’s chances of success, one of the tactics the government is implementing is investing a lot of resources in organizing sports events, and making physical activity and participation in sports a part of their vision (Qatar General Secretariat for Development Planning, 2008). Qatar could win the bid to host the FIFA world cup 2022, however, the country must deliver all its promises. Despite the pressure to deliver them, a huge effort is required to please the FIFA, the world, and its community. So far, Qatar was able, within a short time, to accomplish several tasks related to the development, modernization, and ambition.

### **3.2.1 Qatar National Mission and vision**

To build a bridge between the present and the future, the Qatari governments created strategies and tactics to develop the country and improve the social level. “Qatar must continue to invest in its people so that all can participate fully in economic, social and political life” (Qatar General Secretariat for Development Planning, 2008). Therefore, the Qatar national vision was created based on guiding principles on Qatar’s constitution

Qatar National vision created on the purpose of reflecting the inspiration, objectives, and the culture of the Qatari people by shedding light on the future, the Vision illuminates the fundamental choices that are available to Qatari society. Simultaneously, it inspires Qatari people to develop a set of common goals related to their future.(Qatar General Secretariat for Development Planning, 2008).

Qatar national vision is a report created in 2008, which provides the community with a plan of development. This plan is created from several long-term country-related outcomes which are frame worked with strategies and plans that can be developed. It also aims to put Qatar between the advanced countries by 2030, with the ability to sustain its development and providing a higher standard of living (Qatar General Secretariat for Development Planning, 2008).

Thus, Qatar’s vision is not only to improve the society to reach its values, but also to balance several major points summarized by the following:

- Modernization and preservation of traditions: the fast population and economic growth generate an unpleased situation between the old and new. Qatar’s vision seeks to connect and balance its tradition within modernization. This freedom and wide choice,

accompanying the economic progress, create a challenge to maintain social values. Therefore, it is important to combine the modern life with values and culture.

- Needs of this generation and the needs of the coming generations: a balanced development providing the current generation with its needs, while taking into consideration the needs of the new generations. Therefore, Qatar implemented a sustainable development plan to reach and meet the needs of the present and the future generation.
- Managed growth and uncontrolled expansion: To manage and maintain a balanced situation, Qatar should have realistic expectations of sustainable improvements within the society and in the quality of life. Qatar should aim for its growth rates to be compatible with its capability of expansion.
- The size and the quality of the expatriate labor force and the selected path of development: Due to the massive urban development, the country is experiencing a growth within the population. ‘Qatar must determine a suitable size and quality of its expatriate labor force’ (Qatar General Secretariat for Development Planning, 2008). It must have a balance for recruiting expatriate workers, taking into consideration the economic situation generated from an increase in the numbers of foreign workers.
- Economic growth, social development and environmental management: while developing the country, Qatar should take focus on developing the pillars simultaneously. Economic benefits can be in favor of the Environment one, in order to facilitate and speed up the development and rapid growth, Qatar must realize the importance of the environment pillar: ‘Qatar has already committed to enforcing international standards for environmental protection when designing and implementing its industrial projects’ (Qatar

General Secretariat for Development Planning, 2008), Qatar's plan is to make the future path compatible with protecting and conserving the environment. Despite the effort Qatar is putting to protect the environment, it still remains part of the Gulf region, so it will be important and necessary to engage and encourage all the Gulf States to preserve the environment.

Qatar National vision consists of four pillars in which the below summary explains each one simultaneously:

- **Human development:** Qatar depends on its massive production of oil and gas resources; thus, the country's resources will run out. Hence, the future economic improvement will be depending on the capability of the Qataris to deal with the new globalization struggle. To meet this challenge, Qatar is investing in improving educational and health systems and will continue attracting qualified expatriate workers in all fields. Qatar's objective is to reach a modern state, with an educational system providing the students with a high level of education equal to the one in the developed countries. 'Education is one of the basic pillars of social progress. The state shall ensure, foster and endeavor to spread it' (Qatar General Secretariat for Development Planning, 2008). Furthermore, 'The state shall foster public health, provide means of prevention from diseases and epidemics and their cure in accordance with the law' (Qatar General Secretariat for Development Planning, 2008).
- **Social development:** Qatar is willing to develop and advance the social dimensions to make its residents capable of dealing with today's requirements, and women will undertake a significant role through participating in the economic and political decisions. Consequently, Qatar is willing to build a safe, secure, and stable society through

promoting tolerance, constructive dialogue, and vastness toward other cultures. ‘The Qatari society is based on the values of justice, benevolence, freedom, equality, and high morals’ (Qatar General Secretariat for Development Planning, 2008).

- Economic development: Qatar’s resources are its force to produce sustainable development for the residents. These resources provide the opportunity to develop the country through building efficient delivery mechanisms for public services, attract and create a high skilled labor force, and support the development of the innovative capabilities (Qatar General Secretariat for Development Planning, 2008). Achieving a sustainable development is one of the challenges the country is facing. Qatar developed a political and organizational climate to support the business sector. As a result, the economic strategy must be aware of risks that might limit the achievement of its goals. ‘The state shall guarantee freedom of economic enterprise on the basis of social justice and balanced corporation between private and public activity in order to achieve socio-economic development, increase in production, achieve public welfare, raise standard of living, and provide job opportunities in accordance with the provision of the law’ (Qatar General Secretariat for Development Planning, 2008).
- Environmental development: Environment is an important task for the government; therefore, the country seeks to protect it. Development will be undertaken with responsibilities balancing the economic needs and social development under the protection of the environment. This pillar is very important to the Qatari government because of its local environmental problems; in fact, Qatar is facing several problems due to diminishing water and pollution. “We need to care for our natural environment for it was entrusted to us by God to use with responsibility and respect for the benefit of human

kind. If we nurture our environment, it will nurture us (Mozah bint Nasser Al-Misind)”  
(Qatar General Secretariat for Development Planning, 2008).

Subsequently, Qatar is investing and developing the different pillars in order to stay in line with its vision. Qatar is implementing a huge effort to make itself a touristic area through its large investments. This expansion is related to the long-term strategies mentioned above, which helps to put the capital and the country itself on the regional and global map.

Furthermore, sport is used as a tool to booth the development of the country and expedite the delivery of many of the projects which are to be ready before the hosting of the sports events. As a result, Qatar created a strategy to use sport to improve the different pillars. The section below will discuss and explain the sport sector strategy made by Qatar.

### **3.2.2 Sport sector strategy**

The Qatar National vision requires maintaining coherence between the different pillars and improving the resident’s quality of life. The social development requires building a safe, secure, and stable society leading to promote tolerance and openness. Therefore, hosting the 2022 FIFA World Cup will be a tool to accelerate the development and attaining higher standards to reach the objectives of the Qatar national vision and to promote the country (Qatar General Secretariat for Development Planning, 2008). Other than hosting international sport events, physical activity inhabits a huge role in inspiring lives; sport practicing is one of the foundations of health and enjoyment for players, volunteers, coaches,etc. (Qatar Olympic Committee, 2011). One of the challenges Qatar is facing is health, created by the life style and absence of physical activity; the health system is challenged by the cost of treatment. Because of the main life style, there is an increase in obesity, heart disease, and diabetes; thus, a strategy was implemented by the

government, starting from childhood, in which they provide the residents with physical education and training activities in order to help change this life style.

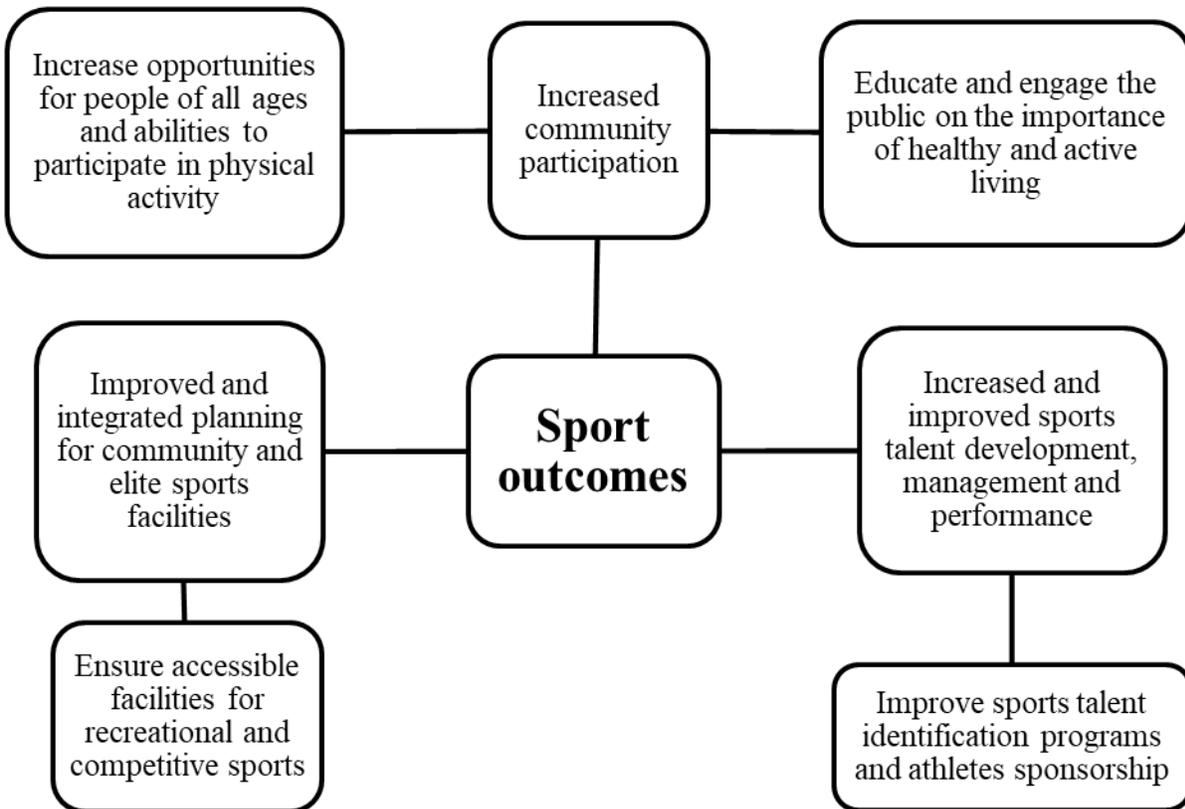
The Sport sector strategy outlines several tactics and key initiatives for the sport sector to undertake in order to deliver the following outcomes: community participation in sport, improved sport facilities, and improved sports talent development.

Sport is a tool used on different levels. At the community level, sport will help to build social and family unity through getting people together. At the individual level, participating will increase people's confidence, improve health, and mental wellbeing. As a result these benefits, are related to the national outcomes and improving national health (Committee, 2011). Furthermore, sports events and athletes participating on an international level, representing the country and its residents, will help to bridge Qatar's name to the international and create a national pride; not to mention that an international sport event is a great tool to improve diplomacy between countries.

The SSS (Sport Sector Strategy) outcomes are related to the four pillars developed above, therefore, sport will help with human development through improving health, participation skills development, and formal and non-formal sports education and training. Sports will provide social development, along with family cohesion and women's empowerment, community development, and an increase in the regional and international role. The economic pillar will be boosted using sport as a tool through increasing productivity and providing sport related services. Finally, sports will be able to improve environmental development in using the popularity of sports to promote awareness. The SSS sets out six priority areas for the development of sports with three key outcomes; see Figure 3.

Thus, targeting all the sectors and advancing them to higher level of standards will positively affect the country, providing it with a higher reputation. This achievement will be used as an example for further countries to apply while planning to develop their country.

**Figure 3: Outcomes from the sport sector**



*Source: Wadih ishac*

### **3.2.3 Qatar and the benefits of sport**

Tourism in the Middle East increased in international tourist arrivals by an estimated annual average of 10% (Sharpley, 2008). Its development varies within the Middle East from one country to the other along with differences in tourist flows. The Gulf countries rich with oil, which built their economies mainly in the oil and natural gas industry, have approached a new

way of development using the tourism sector as an alternative source of revenue for the future of their economy (Henderson, 2006).

One of the major tools to improve tourism is hosting events which allow people to travel from one region to another and mingle. Nothing is better than hosting a mega event; these events can vary from cultural types to sport types, such as the Olympics and the FIFA world championship. These events, next to increasing and attracting more global audience, have shaped world tourism patterns (Horne, J. D., & Manzenreiter, 2004). Other than hosting mega sport events, countries turned to use the sport as a tool of investment in foreign countries which improved the opportunity to become more known between individuals, and it provided them with an opportunity to market themselves. This investment provides the opportunity to reshape its image on the international scene, as well as to change this stereotype image built over the years.

Within the Middle-East, the oil-rich Gulf countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE have built their economies mainly on the oil and natural gas industry. Although, these oil-producing countries were counseled to re-evaluate their economic policies after the recurring oil crises in the 1990s, along with the dramatically unstable prices and revenues (Henderson, 2006). However geographically small, the State of Qatar has one of the fastest growing economies in the world (Andy Sambidge, 2008). Qatar is progressing steadily towards its goal of becoming a major player in the Middle East's tourism sector (Andy Sambidge, 2009).

Developing tourism to attract international tourists has its benefits and inconveniences anywhere, which is the same for the case of Qatar. Qatar's conservative traditions and culture make the tourism phenomenon “culturally undesirable” in the eyes of some residents (Sharpley, 2008).

The entry of international tourists in the Middle East is traditionally associated with unattached males and females, which is an undesirable feature in Islamic cultures based on society and gender roles (Ritter, 1986). As a result, the arrival of Western tourists in Muslim or conservative communities can be more alienating than the reverse situation “due to the religious codes that inform and are manifest in their daily lives and that may be violated by tourists knowingly or accidentally” (Henderson, 2003). With the Shari'a (Islamic law) and conservative culture being an influence on development and policies in Qatar, (e.g., dress code, alcohol consumption, behavior in public) a balance between tourism development and tourist influx, on one hand, and the culture and tradition of local residents, on the other hand, can be difficult.

Thus, the past years showed us that Qatar was able to manage between the Western culture and its own culture, in a way of creating an opportunity for both cultures to feel welcomed without one feeling accused from the other. As a result the social, cultural, and environmental impacts caused by tourism (whether beneficial or not) on residents of host countries should be understood and reflected to safeguard the acceptance, if not the success, of tourism development (Paul Brunt, 1999).

The State of Qatar aims to become a high-quality tourist destination, which means making itself a destination for business travelers and their families, with high-standard services and facilities designed for these needs. To establish a high-quality tourist destination, several continuous and flexible strategies were set by the State of Qatar, in the sense that several scenarios have been considered in order to deal with unexpected issues (e.g. financial crises, and political unrest in the region). In other words, the planning approach should be set forth to achieve long-term goals and objectives to avoid any attendant problems of over-rapid tourism development (Henderson, 2006). Tourism planning should also be implementable in the sense that the plans made are

feasible and realistic; plan that help maintain a balance between the social, economic, and environmental characteristics of a destination. However, even with a cautious and careful approach to tourism development, negative impacts may arise. Today, with globalization, sport is an ingredient in general strategies of transformation from socialism or controlled liberalism to a market economy (García & Amara, 2013).

Qatar hosted different types of sports events, such as the 2006 Asian Games, the Handball World championship 2015; moreover, the country won the bid to host the FIFA World Cup 2022. Furthermore, Qatar is investing in winning medals while participating in international sporting events. Due to this huge investment in sports, the national team finished second in the Handball world championship 2015. Alongside investing in hosting events, the state of Qatar applied a similar strategy used by its neighbor, the UAE, founded on marketing themselves in different countries and to invest through sponsoring or buying big names (companies, buildings, stadiums...); this strategy helped them to improve their image on the global scene. Some investments were made in the European market, like buying the Paris Saint-Germain. This type of investment was controlled directly by the Government through the QSA Qatar sport investment, a part of QIA Qatar international investment. Other investments were also made on a personal level, as is the case of the Malaga team owned by Sheikh Abdullah Al Thani (García & Amara, 2013).

Other than investments in sport clubs, the state owns 'Qatari Diar' and the UK private company, Delancey, which has acquired major shares in the 2012 Olympic Athletes' village. Qatar also invested in sponsoring clubs, such as the case of FC Barcelona and Qatar airways; Qatar Foundation was also the first ever commercial sponsor for the FC Barcelona. In addition, Qatar stages several major international conferences, some of which includes the annual Doha

gathering of all Leaders in sport (Doha GOALS) and the ‘Securing Sport’ symposium which is convened by the Qatar-based International Center for Sport Security (ICSS).

As a result, Qatar like other countries from the GCC, is using sports as a tool to develop their profile and gain international prestige. For a better understanding, different strategies were implemented by Qatar. The plan created by the Qatar government, called Qatar 2030, showcases the determination of the government to improve the nations’ relations among each other. However, in reality, the situation expresses Qatar’s relations with other nations rather than relations between nations in general. This definitely has something to do with gaining international prestige. Dorsey, (2016) explains that soft power is a key that is used by the state of Qatar in a way of defense and security. Hard power (the use of military), because of its size, will never be equal to the surrounding countries to defend themselves. Therefore, improving diplomacy and business with strong countries will provide Qatar with strong allies in case it has to defend itself.

Along with the history in the Middle East, precisely in the Golf region, the government of Qatar was alarmed of the different facts that took place after its independence from the British in 1971. These actualities are summarized by the invasion in the 90s, when Iraq invaded Kuwait, and the size of the countries encountering it, Iran (150 times larger) and KSA (200 times larger). To avoid a similar fate, Qatar has taken several strategies to maintain a strong position towards other countries. One Qatar’s strategy is to use sport, since it’s a popular tool to gain soft power and to improve diplomacy. Therefore, Qatar’s strategy is investing in sport as a vehicle for global recognition achieving geopolitical goals. Based on relations built via the sport sector with people and government, it will be easier to appeal to the international community for help if ever something happens (Dorsey, 2016).

### 3.3 France and Qatar in the age of Globalization: compared market openness

In the last 20 years, the economic growth in Qatar, allowed for economic development, this growth was used to modernize the country (Qatar General Secretariat for Development Planning, 2008). Therefore, Qatar was investing in different sectors internally as well as externally, from hosting international sport events, building infrastructure, improving education to investing in foreign countries. Qatar developed strong economic and political relations with most of the developed countries on the planet. Furthermore, Qatar's investments abroad were spread in different sectors (infrastructure, hotels, sports, as well as luxury sector). Likewise, French companies have been stirred to set out for Qatar, working or investing there; an example of this would be the sale of the Rafale combat aircraft around 6.5 billion Euros (Boniface Pascal ; Matelly Sylvie, 2016). Qatar was positioned between the highest economic growth rates in the world, amounting to an 8.7% of average between 1994 and 2004, while other countries' growths were way less (9.5% for china, 3.4% for USA, and 2.3% for France) (Boniface Pascal ; Matelly Sylvie, 2016). Thus, Qatar's economic diversification policy enabled the rise of a number of players in the Qatari economy, such as Qatar Airways and Qatar National Bank, which have been operating in France for 35 years, providing support to the majority of the French companies investing in France; see Table 3 for the economic relation during the past 10 years between France and Qatar (AJG Simoes, 2011).

**Table 3: The Economic relation between France and Qatar**

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
France	45.4	208	46.8	181	106	1.03	1.77	219	1.04	856	330
Import from Qatar	M	M	M	M	M	B	B	M	B	M	M

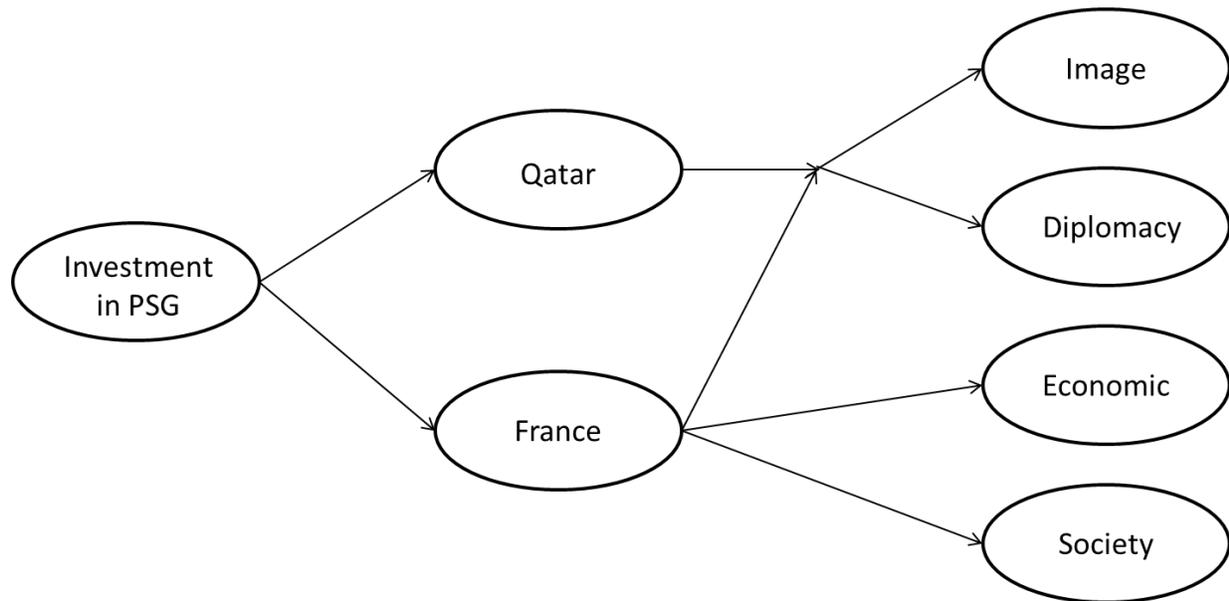
France	983	2.04	1.78	1.54	1.08	1.05	992	604	1.05	2.01	3.23
Export to Qatar	M	B	B	B	B	B	M	M	B	B	B

On the other hand, the French economic growth saw a significant decline compared to the 80s, while France's public debt increased from 68% of GDP to over 98% in 2015. Today unemployment seems to be the main weakness for the economy (Boniface Pascal ; Matelly Sylvie, 2016). Therefore, a country like Qatar seeking improvement and development will be in favor of the recession that France is facing, and welcome professional and qualified labor which will contribute jointly to improve the France-Qatar relationship.

Both countries are highly open to international trade. Qatar massively exports hydrocarbons, while its imports are diverse, centered on agriculture as the climate does not help. 34% of this importation is supplied by the European Union, with France positioned 4<sup>th</sup> in 2014 (Boniface Pascal ; Matelly Sylvie, 2016). Tourism is the business sector where both countries offer synergies for development, wealth, and jobs.

As a result, the relationship between both countries goes further than improving one pillar; instead it is a relationship that contributes improvement on different levels. Therefore, the result of this investment in the Paris Saint-Germain is simplified with the need of each country; see Figure 4.

**Figure 4: Impact of Foreign investment in the Paris Saint-Germain**



*Source: Wadih Ishac*

Based on researchers, Qatar needs to improve its diplomacy and its image to maintain a good positioning in the world, while becoming well known on the international scene. On the other hand, the economic situation that France is facing became an opportunity for Qatar to profit from by satisfying its needs through investment and indirectly improving the society. Therefore, the hypothesis will be the following:

**Hypothesis 1:** Foreign investments in sports can generate a positive impact within the development of sports in France and is perceived as such.

**Hypothesis 2:** Foreign investment in French sports improved the image of Qatar in France

**Hypothesis 3:** Foreign investment in French sports improved the image of France in Qatar

**Hypothesis 4:** Diplomatic ties between both countries were influenced by the large investments of Qatar in French sports.

### **3.4 Methodology**

To provide a context for this study, several examinations based on literature reviews in the field were conducted; the below will describe the data collected and the analysis strategy. This study used a qualitative analysis to understand how this investment, made by Qatar, is perceived within the French sports body. The result will help to understand the current situation and will help enlighten on strategies that should be used and implemented in future sport development.

Based on the definition given by Joseph S. Nye (2004), soft power is defined as ‘the ability to shape the preferences of others without threat or payment’. The ability to influence others by attraction aims at getting internal and external legitimacy. The qualitative approach adopted in this study facilitates the investigation of the context of the use of sport for different perspectives, internal as well as external. This way will help to understand if this investment has a positive impact on the French sports body, as well as on France and Qatar as countries. For a better understanding, in-depth interviews with different profiles, who work in the French sports body, were made. The selection of the interviewees was based on their involvement in the sport French body and their experiences in the sport field. The profile of the interviewees included political backgrounds, employers of the bid for Paris 2024, international sports events planner, and French sport federation backgrounds.

The main research effort consists on analyzing the discussions made with these professionals. Such a list was particularly helpful in measuring the respondents’ personal impressions of this investment. While the questions targeted a wide range of subjects related to this event, the focus,

however, stayed on the impact of this investment on the French residents, the economic situation, the diplomacy of the country, and the benefits Qatar attained. All the interviews were tape-recorded and transcribed.

### **Qualitative Method**

The Qualitative method is a strategy used in research that usually highlights words rather than quantifying the collected data. Qualitative research is a type of scientific research. In general terms, scientific research consists of an investigation that seeks to understand a situation through asking questions which target different professionals or people working in the same field or in fields related to the same working arena. After collecting the findings, an analysis will help to assess the hypothesis to conclude with an answer either if it agrees or not.

Additionally, the qualitative research interviewee will try to understand a given problem or topic from the perspectives of the local population it involves. The qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of populations. In this study, in-depth interview is needed as it enlightens what's behind France's decision in allowing this investment for the Qataris. The interviewee targeted works in the French sports body which vary from both private and public sectors.

Therefore, it's important to verify the expert's thoughts and opinions involved in the policy-making management of the impact of hosting such events. The result will provide a better analysis and enlighten us on the useful picture of this development by providing answers to the questions of this study.

The research interview is designed for the purpose of improving knowledge and delving deeply into social science issues (Wengraf, 2001). Using the interview methods will allow the access to

different group and different types of information. The major benefits of using the interviews are the following: It is helpful to reach information about people's feelings, opinions, and perceptions. Interviews tend to be more flexible than other research methods. Interviews can be used to reach precise information from the interviewees.

Based on Alan Bryman's book, *Social research methods* 4<sup>th</sup> edition (BRYMAN, 2015), he describes the different types of interviews as structured interviews, semi-structured interviews, and unstructured interviews. Structured interviews or standardized interviews aim to give the same context of questions, meaning that respondents receive the same interview survey as others. Structured interviews tend to make sure that interviewee's replies can be collected. Interviewers are supposed to read out questions exactly and in the same order as they are printed on the schedule. Questions are usually specific and provide the interviewee with a fixed range of answers, its known as closed, closed end, pre-coded, or fixed choice. The structured interview is the typical form of interview in survey research.

Targeting the anthropology and sociology, the unstructured interview technique was developed in the disciplines as a method to obtain people's social realities. In the literature, the term is used interchangeably with the terms: informal conversational interview, in-depth interview, non-standardized interview, and ethnographic interview. Different definitions apply to the unstructured interview. Minichiello, et al (1990) defined them as interviews in which neither the question nor the answer categories are predetermined. Instead, they rely on the social interaction between the researcher and the informant. Punch, (2013) described unstructured interviews to understand the complex behavior of people without imposing any prior categorization which might limit the field of inquiry.

Semi-structured interviews are conducted with a small open framework which allows for focused, conversational, two-way communication. They can be used both to give and receive information. The questions are frequently somewhat more general in their frame of reference from a structured interview schedule. Semi-structured interviewing starts with more general questions or topics. The majority of questions are created during the interview, allowing both the interviewer and the person being interviewed the flexibility to probe for details or discuss issues (BRYMAN, 2015).

To be prepared for the semi-structured interview is highly needed to determine the themes of the research that the interview is going to cover. That indicates that both the interviewer and the interviewee will focus on fulfilling the objectives of the study.

In this research, two types of questions were prepared to be used. These types are open questions and closed questions, known as specific questions. The first type will provide us with extensive answers and encourage the interviewees to reply to their desire. The second type of questions is the closed questions; it's going to be used to provide us with specific information and to confirm an opinion.

The Quota Sample: The basic idea of quota sampling is to set a target number of completed interviews with specific subgroups of the population of interest (BRYMAN, 2015). Using this technique has some disadvantages of not being random. The objective of this research is to collect data concerning some specific knowledge from specific people who are involved in taking decisions and in the management regarding the improvement of different sectors in the country. Therefore, this technique fulfills the requirement of this research. Thus, this study is concerned with specifically the case of Qatar and on the impact of hosting international sports

events. The impact will be related to the different pillars and the benefits that Qatar and France are achieving from this investment. It was crucial to communicate with those organizations that have been involved in giving birth to this investment, therefore, Paris Saint Germain, and Qatar sports investment were excluded from the list of interviewees. The interviewees were determined by their position within the French sports body to have a wider understanding of what is behind this investment; see Table 4.

These organizations and their representatives were chosen based on their serious roles and their essential contributions as policy makers, management, and experts in the field. Chapter three will explain how the interviewees were chosen, for which purpose, and how their answers added values to the study. Furthermore, it is important to mention that some of the interviewees worked on the international level, with international companies, which means that their experiences will add more value to the work since it is going to point out the thoughts of French whom have worked abroad, experienced different cultures and different mentalities in the use of sport. These interviewees will add a lot of value to the work since they saw the differences between the French sports system compared to other countries where they worked.

**Table 4: The Professional interviewees in the French sports body**

<b>Organization</b>	<b>Interviewee</b>
Directeur Herry conseil	<b>Xavier Parenteau:</b> avant - pendant & après l'événement organisation et plan d'actions – eco-responsabilite & développement durable
President of the Chess Federation	<b>Bachar Kouatly</b>

Women Cycling coordinator	<b>Morgane Gaultier:</b> Women Cycling Coordinator at Union Cycliste Internationale
Sport & Co	<b>David Lessert:</b> Responsable marketing stratégique et communication
Paris 2024 Olympic and Paralympic Games Bid	<b>Youssef HALAOUA:</b> Chargé de mission Direction Générale chez Comité de candidature de Paris - Jeux Olympiques et Paralympiques 2024
AMOS - The International Sport Business School	<b>Laurent Torrecillas</b> Chairman at Inuksuit International, Inc.
Ministère des Affaires étrangères et du Développement international, Embrassade du France au Qatar	<b>Samuel Ducroquet</b> Conseiller politique, Ministère des Affaires étrangères

Furthermore, the data quality and the data analysis using a semi-structured interview presents a number of issues, especially in the quality and the reliability of the data and in generalizing the lack of standardization in the interviews. Therefore, the quantitative method will have more value compared to the qualitative. So to increase the reliability of data collected, several preparations should be made by the researcher, such as improving groundwork for understanding, both the organization and the themes of the interview.

The interviewer should ensure that the level of information provided to the interviewee is the same to maintain the reliability of the research. In this way, the interviewed people have the time to prepare themselves while taking time to check their answers before the interview takes place.

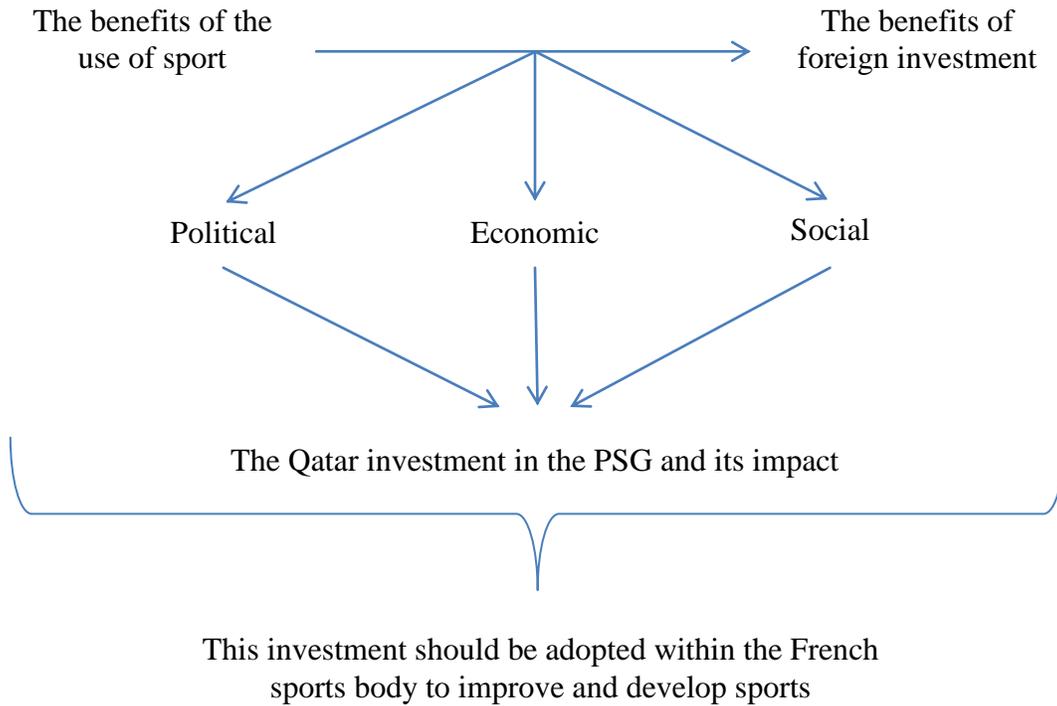
While the interview is taking place, the interviewers were asked for their acceptance to record the interview. After the interview was finished, the data collected was transcribed and grouped in accordance with the themes decided upon prior to the interviews. The way the data was grouped

helped for a better way to understand the answers and assist in comparing the opinions of the interviewers. As a result, this way helped in embedding the answers in analyzing the result and to mention it in every relevant section.

### **3.5 Main study**

For the first time ever, the French football team, Paris Saint Germain, representing the city capital of France, was purchased by a foreign company managed by the Emir of Qatar, called Qatar Sport Investment (QSI). The purchase, made a few years ago, gave Qatar the opportunity to enter the world of sport business from a different perspective, this time improving its image and linking it to the Parisian one, while having the opportunity to become well seen on the international scene. Despite all difficulties and finding a convenient time for interviewers to share their opinions about this investment, the study ended up with 7 interviewers. These interviewers were selected based on their profile, experience in the sport field, either nationally or internationally, and their contribution within the French sports body. The contact was made with interviewers through LinkedIn, or private emails. After asking for their will to participate in this study, an email was sent to them providing explanation about the topic and the questions that we will raise in the interview. Most of the interviewee's answers showed that such investments have positive impacts on France, as well as on Qatar, and it is a win-win situation for both countries.

**Figure 5: The strategy of questions adapted in the interview**



*Source: Wadih ishac*

Most of the answers were in the French language, therefore, after asking for permission to record the conversations, the answers were translated and written in English. The second part of the progression was to separate each question with all the answers of each interviewee to facilitate the analysis and to compare answers generated from these conversations.

All the answers were based on the knowledge of the interviewees given through their experience from their working environment. The Questions were composed from several parts; it started with general questions heading to specific ones. Therefore, the questions asked were related to the benefits generated from the use of sport on the social, economical, and political level, and then focusing on the impact of foreign investment in the French sports body. After targeting the French sports body, the questions became more precise about the case of PSG and Qatar; if this investment improved the image of both countries, increased the number of fans, increased the pride of the residents, etc. The last part of the interview was related to whether or not the interviewees saw in such an investment a good model that should be spread with other federations or clubs in favor of improvement; see Figure 5.

### **3.6 Data analysis**

The interviewees agreed that the use of sports generates a positive impact depending on the way sport is used in the governments strategies and their tactics. For a better understanding, it is important to understand the approach of the use of sport. There are two approaches to sport, sport competition and entertainment. Mr. Laurent Torrecillas says that one can practice sport while carrying out a competition, which is fine, or practice sport as entertainment, hence, using it as a tool to reach social, economical, and political impact. Furthermore, Mr. Torrecillas explains that he is in favor of the second option since it is more sustainable because it goes beyond the sport performance considering the investment made in it. Additionally, Mr. Torrecillas mentioned that the objectives of participating in a competition is to achieve results, while this investment helps in growing the country in favor to exist on the international map. Mr. Torrecillas, who preferred the second option, mentioned:

*“I am sure that we can build some kind of new society models through sport. Socially, economically, and politically talking”.*

Moreover, Mr. Kouatly, the president of the chess federation in France, explains that investments in sport are made for several purposes, giving the following argument to simplify his approach:

If you have a company, it will try to generate financial return on investment, otherwise why would the private company exist. Return on investment can differ and it always depends on the strategies implemented by the company and what kind of return of investment is required. So when a company is investing in sport, we must understand in the back of our mind what purposes of this investment are there.

Considering what was mentioned above, Mr. Youssef Haloua explains that while Paris 2024 bid to host the Olympic Games, several studies were made, showing how France is going to benefit from hosting a mega sport event. This investment is going to create 130,000 jobs, and will have an impact of 10 billion euros as revenue only on the region of Paris. This event is going to make France and Paris, the place to be for the next 10 years. For these reasons, winning the bid will allow for NGO's and companies to organize their annual congress in this region; winning the bid will increase the city's attractions to host big international congresses. Other than that, there will be an impact on the restauration, tourism, image, services, and transportations.

While interviewers gave their opinions on the impact generated from hosting or investing in sport, Mr. Ducrocquet mentioned that buying a club could be rentable through the merchandizing and the T.V rights, but it is a domain were a huge amount of money is spent, whether on buying players or on the modernization of sport centers.

*“Indeed, there are economic revenues through marketing, the advantages are everything surrounding sport, creating research centers, hosting international sport events”.*

Remarkably to understand the society, Mr. Kouatly mentioned that the rule in the world since thousands of years is defined and highly seen in the Roman Empire; it was highly used at that time and it is simplified by the following Latin words *“Panem et Circenses”*, meaning *“Bread and Entertainment.”* Once you have satisfied the society with these two words, you are on the path to giving some balance in the people’s lives, and football has taken a big part of this balance. Today football is the *gladiator’s* game back in the roman time. Today, there is a variety of things being proposed to the people to fit their life style. The nature of sport is changing to make everyone able to practice it. Mr. Ducroquet mentioned that social advantages will be created on an internal level through the pride of the residents. Mr. Haloua’s answer clarifies the approach made by Paris 2024, mentioning that the Olympic Games is an event that stays for 20 days; this event can be used as a catalyzer to create an impact on the society. Mr. Haloua says that the use of sports events to reinforce the links all around the French territory, even taking into consideration the situation of the handicaps and integrate them within the games, will work as a booster.

On the political level, Mr. Ducroquet mentioned that for a country like Qatar, investing in sport in a foreign country will help them to exist on the international scene.

*“Sport was a political sector to support the investor to become known globally, and that could happen in a different way, either by organizing different sports events, like the Asian games in 2006, ATP tennis tournament, Handball World*

*championship in 2015, and the major one that will take place in 2022, the FIFA WORLD CUP, and that will attract journalist. Therefore, their political interest is to exist on the international scene, especially for a small country like Qatar.”*

Mr. Ducroquet continues explaining that sport is used to explore the country, especially since Qatar is located between two big countries, the KSA (Saudi Arabia) and Iran. Using this tool to become a destination for sport is very important. Next to that, with the will to exist on the international scene, investing in sport in foreign countries will help to gain visibility; like in sponsoring (FC Barcelon), or like the case of buying the PSG. The objective is to become an important actor internationally while using sport.

Mr Ducroquet then shared the political benefits Qatar is profiting from the use of sport. France as well can gain political benefits if it wins the bid to host the Olympics in 2024. Mr. Haloua, explains that the countries that hosted the Olympics for the past 30 years were developed countries. This shows that hosting mega sports events is a tool of influence, and international power; he mentioned:

*“That’s why the president of the French country was invited to Lausanne; to show that the whole country is supporting the bid internationally and nationally. On the internal political level, it is a tool to federate and unite all the actors from municipal, regional, and national, to cope and work together around a positive project for seven years”.*

The second part of the questions focused more on the impact generated from foreign investment. In this part the interviewers had different opinions on the impact of foreign investment. On the social level, Mr. Torrecillas mentioned that he is not sure that the French people can see any

values of having foreign investment in sport, but if we speak about Paris itself, there are some social impacts, but they are more situated when the team is playing. *“The 2024 will be like 1998, when all the people were behind the national team and it will have an impact all over the country”*. Mr. Haloua added that the lack of knowledge can affect the society approach, especially when they see a foreign country investing massively; *“it is a risk that we are afraid to lose a part of our identity, it is going to change our history, even if it is going to change the values of the team”*.

On the other hand, Mr. Kouatly had a different opinion; foreign investment can generate and bring more attention to the city, and it is kind of marketing. This type of investment gives the people a self confidence that the team is moving forward, and the people are not analyzing where the money is coming from, instead the people see the team as the Parisian team with a lot of competence.

On the economic level, all the interviewers agreed that this foreign investment generate a high economic impact for the club, indirectly France, and Paris specifically, profited as well. Mr. Torrecillas says it is important to make sure that all these investments are related to the actuality of developing the territory through the games, and to be used as an accelerator of renovation.

All the above approve Hypothesis one: That foreign investment in sport, or hosting international sports events, has a positive impact within the development of sport in France. Furthermore, the study focuses on the impact of both countries' image. Therefore, the next step of the interview was focusing more on the case of Qatar and its investment in the Paris Saint Germain. In this part the interviewers shared their opinions on the investment and its impact on the image of both countries. As a result, the interviewers agreed that the image of both countries improved from

such an investment. From the Qatar perspective, Mr. Ducroquet mentioned that the image of France improved in Qatar *“we can see more shops for the PSG, in Doha, people are talking about this topic more often, and we can see fans wearing the team shirts”*

On the other hand Mr. Torrecillas mentioned that Paris changed its structure and organization, due to the influence of Paris having one of the big clubs in Europe. Even though they didn't reach yet the result desired (winning the champions league) but the image of the club and the city is now different; *“The image of Paris probably around the world has changed through the PSG”*.

Furthermore, Mrs. Morgane mentioned that the image of Paris improved, meaning that the club is more presented on the international scene, while Mr. Kouatly stated that Qatar was able to associate its image to the Parisian one. However, there is still the result of winning the champions league, and, so far, having the money to invest and to improve the image is important, but to achieve a higher impact, the team should have a good management. No good impact without a good result.

To understand if Qatar should continue investing in the French sports body, different answers resulted from the interviewee's; some of them saw that Qatar should continue investing to develop its influence, while others mentioned that since, so far, there are no big results and since the people only remember the results of the team, Qatar should focus on the management of the team to generate big results. For Mrs. Morgane, buying a team is totally different from sponsoring it. Qatar should stay in sponsoring; they should stay away from management. Having the complete management is not favorable. Furthermore, Mr. Haloua added that the French championship doesn't have the same level compared to the Spanish one. Since Qatar owns the

team of the main city and the capital of the country, that should be enough, and they should not continue investing. Based on the above, Hypotheses two and three get approved; foreign investment in a French sports body improved the image of France in Qatar as well as it improved the image of Qatar in France. The result clarifies that sport is used in a way of improving nation's image (Grix & Houlihan, 2014); additionally, the interviewees explained the importance of sport in building the image of a nation, which is exactly what Allison, L., & Monnington, (2002) mentioned about sports; they mentioned that it takes an important place in the image of a nation, and, in this way, government can profit from the use of sport as a tool to generate international outcomes (Jackson, S. J., & Scherer, 2013).

Thus, the next step was focusing on the benefits that France acquired from such investment. The answers of the interviewees varied between economical, social and political. Mr. Koutaly answered that the image of Paris increased all over the world because of the PSG, while Mr. Haloua added that France won an image because the football stars were playing for the team, and Mrs Morgane mentioned that the benefits are related to the development of sport in France.

On the other hand, Mr. Torrecillas mentioned that this investment provides the majority of the French federations with a big asset. The investment went beyond expectations with the broadcasting of Bin sport; *“it has benefits on the visibility on some sport activities, they got a lot of rights and are now one of the main channels in France”*.

Moreover, the interviewees mentioned that the new positioning reached by the PSG team, becoming between the best football teams in Europe, did not have any impact on the Parisian community. They focused on the fact that the community is interested in the team when it wins. Mrs. Morgane mentioned that *“when we win, we are proud and our pride increases, but when we*

*lose, it is not our mistake. We win because of us, we lose because of Qatar*". Mr. Ducroquet continued mentioning that the French people are a bit awkward and have the tendency to be a bit complicated as sport supporters. He also added that, today, everyone will be proud when the PSG will win. For sure most of the community likes that the team wins. However, there are a lot of things that need to be done to make the people understand that this improvement is related to Qataris being behind of this investment.

For the questions focused on the impact of this investment on the French community and their practice of sport, most of the interviewees mentioned that the investment improved the level of practice, more specifically the Parisian fans; thus, the impact can improve if the team wins a big event. Mr. Kouatly mentioned that most of the young generation play football, and that was improved a bit with the stars arriving inside the team. While Mr. Torrecillas mentioned that winning has a short-term effect, indeed it will boost the number of people affiliated for the next season.

*"If Paris (Paris saint Germain) wins the European champions league, all the French population will be affected as it is going to create a type of pride and a sense of belonging:"*.

Regarding the question related to the improvement of the number of fans, all the interviewees agreed that the number of fans improved, but it is still under development. Mr. Ducroquet mentioned *"I think today the number of supporters increased; I can see it in Qatar even in the USA. I think Qatar understood that they should have an aggressive strategy of marketing."* The approach happening in Miami and California will help to increase the image of the PSG becoming well known, therefore on the international scene, and this type of investment will help

to generate more fans. Keeping in mind that the results the team is making is more important; when the PSG win a major event, it will increase the numbers of fans.

The last part of the questions focused on the investment made by Qatar, if it was a win-win situation for both countries, and if such investment should become a model for other federations or clubs to follow and apply. As a result, all the interviewers agreed that it is a win-win situation between France and Qatar. Qatar gained the image and they are now on the global map; Qatar bought the brand or image of Paris, and also gained a political and economical level. On the other hand, France had a positive economic impact specifically in the Paris region, and they could strengthen the league and the relation with Qatar. Furthermore, the interviewees agreed that other clubs in the French league are trying to follow the same strategy applied by the PSG. Mr. Kouatly mentioned that the football team, Lyon, is improving its level in the competition; *“Lyon with Jean Michel Olak, who’s a business man, builds the whole strategy with building the stadium, and he knows what the investment is, and he knows that is not an easy task”*.

Therefore, Hypotheses four was approved, stating that Diplomatic ties between both countries were influenced by the investment of Qatar in the French sports body.

However, Mr. Ducroquet mentioned that we must differ between the private sector and the public sector; *“I think the private investments should be limited to private clubs, and do not accept it in the public sector; we can have some links between each other, but not a direct investment. Investing in Clubs is something and in a federation is a different thing.”* Instead of investing in other federations or clubs, it would be enough just to be sponsors. argued Mrs. Morgane; *“Based on my work it is not comparable, we are already international, we have sponsors from all over the world applicable in the cycling. For the other federations, like the*

*handball, yes, this type of investment can be positive; for example the tour de France ranked 3rd between the international sport event, its principle sponsors the French LCL Bank, it is really on a marketing level and sponsoring to find foreign investors. On the other hand, countries can turn to Tv stations, instead of buying a team, like the case of BeIN sport”.*

In general, most of the answers were similar, despite of the differences in their experiences and their knowledge in the field of sport, either locally or internationally, they all agreed that the investment that took place between the PSG and Qatar generated a positive impact on different levels for both countries, and such investments and approaches should be adopted by other French organizations to improve themselves and their level of professionalism. This way, it will improve sports in general, more precisely the French sports body to reach the same level as other countries on the international practice and the international scene. The whole results show that sport is used as a tool to generate soft power; De Bosscher, (2008) explained that sport is an arena for countries to compete alongside in a global sporting arena that improves prestige. In the case of this study Qatar profited from the image of France, while France profited from the economic investment by the Qataris; on the same side, the development of the French team, gave the French community the luxury of pride, and since Qatar is behind this investment, its image was affected. Which proves that the Qatar’s financial power is used in a way to generate a modern image and international status to exist on the international map (IRIRS, 2002).

### **3.7 Result**

The study helped in understanding what benefits are generated from allowing foreign investments in sports. This study focused on the case of Paris Saint Germain, the French football team that was purchased by QSI (Qatar Sport Investment). The interviewees, coming from the

French sports body, agreed that sport can generate a positive impact, and it helps to grow the country to exist on the global map. While investing in sport can generate different returns on investment, it all depends on the need of the country; therefore, these returns on investment can be economical, social, or political. Economically speaking, buying a club could be rentable through the selling of merchandise, TV rights, and buying players. Furthermore, hosting a mega sports event, like the Olympics in 2024, will generate a positive impact on the Parisian society, creating jobs and having positive economic revenue. Moreover, the use of sports can generate social benefits; it will increase the proud of the residents, as well as reinforce links all around the French territory. On the political level, investing in sports helped the country to exist on the international scene, explore the country, and helped with gaining more visibility; while for France, hosting mega sport events worked as a tool of influence. The result of this study supports Johnson, (1982) in that sports reflects the society and it offers the government a way to keep a hand on the society. In the case of this study, it is not highly seen that the government's intentions were control or influence the society, but what is clear is that the government is trying to improve its image on the international scene, while providing its residents with the feeling of pride and nationalism. This point was discussed by (Johnson, 1982), who stated that one of the international objectives of the government is to reveal its competence to show the nation's power.

Thus, foreign investment can generate a positive impact on the society; this impact can be generated when the team is playing, can bring more visitors to the city, and having a team among the best in the world will improve the people's self-confidence. When the team plays and win, this can affect the society and create a higher opportunity to practice sports, and the number of fans can improve. After the six years of Qatar investment in the PSG, the number of fans

improved nationally as well as internationally; supporters increased in France, Qatar, as well as in the USA. Other than the social impact generated from foreign investment, economic impacts can also be generated; the Parisian team generated high economic revenues. Furthermore, the image of both countries has improved; Paris has one of the biggest clubs in Europe, and Qatar could associate its image to the Parisian one. France gains an image all over the world, and the federations could generate an asset because of their connection with BeIN sport. Additionally, all the interviewers agreed that this investment between Qatar and the PSG is a win-win situation for both countries; Qatar gained image on the global map and a strengthened diplomacy between the two countries, and France could increase its economy, strengthen the football league, and improve the diplomacy relationship with Qatar.

### **3.8 Discussion and Limitation of the study**

The current study investigated the foreign investment impact on the French sports body: the case of Qatar. The purpose of this study is to understand if such an investment has a positive impact on the French sports body, as well as on Qatar. A qualitative analysis was used in this study. The target group (interviewees) were chosen based on their knowledge and experience in the sport field in France, taking into consideration their background on the national and international level. The result of this study confirmed, overall, that foreign investment in the French sports body generates a positive impact, and it is considered as a win-win situation for both countries. Based on the analysis of the interviewees, such investments can become a model applicable by different sectors. This model generated a positive impact through the different pillars targeted in this study. A positive political impact was generated for both countries, as well as a positive social impact. The same applies for the economic impact, since most of the interviewers agreed that France, more specifically the Parisian region, profited from a positive economic impact. The

Football team, Lyon, is one of the French sports football teams that has seen the positivity generated from the investment made by Qatar in the Paris Saint Germain, and is following the same strategy for internationalisation. Initially, the result indicates that the use of sport as a tool for foreign investment generated benefits within the French society, especially the Parisian one. It also indicated that it strengthened the relation between both countries on the political level, and generated positive economic revenue for the team.

While this study illustrates the benefits generated from this foreign investment, there are some limitations that should be assessed within further studies. The outcomes generated had a professional perspective, and it does not mean that the residents of the country share the same thoughts; as a result, further studies should take place concentrating on different categories from the population working in the French sports body.

The lack of number of interviewees did not help with providing a wide range of opinions related to the topic. Hence, another study should take place trying to collect more data and generate a wider range of interviewees. That will help to achieve a better understanding about this investment.

Furthermore, Paris Saint Germain added a new famous player to its list of players. Neymar junior well known all over the world, will be the new David Beckham; a new strategy implemented by the team to promote themselves and generate more revenue, in either visibility or financially. The Beckham effect developed soccer back in the USA. By that time the number of jerseys selling and the number of attendances increased. Accordingly, a new study should take place focusing on the impact generated after the arrival of Neymar to the team, and its impact on

both France and Qatar. This study can focus on the impact on both communities, and the visibility of the team all over the world.

In other words, will this effect change the stereotype image of Qatar in France? Will it improve and strengthen the French sports body to become more professional and open to the international? Further studies should also focus on understanding the changes happening within the French society through sports; therefore, further studies should be made focusing on the population living in France.

The Economic revenue might be important to Paris' municipality (in terms of taxes), but that may not have a direct impact on the residents. Therefore, other studies should take place focusing on the residents of Paris, or France in general. On the other hand, the same study should also take place on the residents of Qatar to see if this investment affected them as well. The suggested studies will help to measure and to understand if this investment will change the stereotype image of Qatar in France, and if it's generating positive outcomes on the different pillars.

After understanding that sport was used as a tool for both countries to generate outcomes on the different levels, this study showed the importance of using sport on different levels. In the next chapter, the study will focus on the residents of Qatar, and the study will measure the social impact generated from hosting international sports events. The study will focus on the new generation of the residents of Qatar. The importance of these two studies is to show that either internal or external investments in sports can generate positive impacts on the society, while helping the country in hosting or investing to improve its positioning on the international scene and trying to improve the society on its different sectors. That includes maintaining a diplomatic

level with other countries for different perspectives, leading to generate soft power which provides a stable situation within the country, providing its residents with the satisfaction to adhere to the government and its decisions.

## **Summary chapter three**

This chapter focused on the relation between France and Qatar, and the benefits acquired from the investment made between them in the French football team, Paris Saint Germain.

The first part of this chapter focused on explaining the situation in Qatar, giving us a detailed description of the history of the state of Qatar. More than that, this chapter described the development of the country on the economic level, and how it is used by the governments to develop the country. A key point to mention is that Qatar's mission and vision focus on branding the country, while profiting from all the possibilities and all the events.

As a result, Qatar decided to invest in sport; so, it implemented different strategies to test its capability and to test its ability to host international sport events. In its vision, Qatar is planning to build a bridge between the present and the future (Qatar must continue to invest in its people). Furthermore, it is planning to modernize the country while preserving its tradition, filling the needs of this generation and the coming generations, managing growth and uncontrolled expansion, while investing in human and social development.

The sport sector strategy implemented by Qatar consists in hosting international sport events and improving physical activity to reduce health problems. One of the major problems Qatar is facing is obesity and in order to reduce it, two main elements should be developed: awareness and changing the life style. Therefore, Qatar invested heavily in sports infrastructure providing its residents with all the facilities to practice sports, and they even created the National Sport Day as a strategy to push its residents to practice sports or do physical activities.

For the decision makers, investing in sport helped in building social and family unity by getting people together. It is also important to mention that the Sport Sector Strategy focuses on developing the four pillars, while concentrating the most on the social one.

As discussed, this economic growth will be used by Qatar to modernize the country, while at the same time giving foreign companies the opportunity to invest in it. The French companies have been stirred to set out for Qatar, working or investing in it. Both countries are open to international trade.

The economic situation in France was an opportunity for Qatar summarized in the following: Qatar's need is to improve diplomacy and brand its image on the international, while maintaining a good positioning in the world; what better way to improve its image than by using France's image, specifically Paris. Qatar bought Paris's image by providing them with their financial needs, and, in return, improved their foreign relations.

In this chapter, I focused on understanding the benefits acquired from the investment between France and Qatar, through a qualitative analysis performed on the French professionals working within the sport field. This analysis helped in understanding the current situation between Qatar and France, while, at the same time, helped in enlightening on the strategies used and whether such investments should be implemented in future sport development.

Four hypotheses were founded which are:

**Hypothesis 1:** Foreign investment in sports can generate a positive impact within the development of sports in France and is perceived as such.

**Hypothesis 2:** Foreign investment in French sports improved the image of Qatar in France

**Hypothesis 3:** Foreign investment in French sports improved the image of France in Qatar

**Hypothesis 4:** Diplomatic ties between both countries were influenced by the large investments of Qatar in French sports.

The result of this study shows that the four hypotheses were approved, while pointing out that both countries had a huge interest in this investment. Therefore, while both countries profited from the huge investment made by the Qataris, it also had a direct impact on the foreign relations between Qatar and France, and it had a direct economic impact on the French society, specifically, the Parisian one. While the indirect impact was on the Parisian society, the huge numbers of professional football players playing for the French team created a link between the residents and the team. Furthermore, this investment also had an indirect impact on the young generation who have become focused on sports. On the other hand, Qatar profited in promoting its image; these days every person knows or has heard of Qatar and its location, while five years ago, only a minor number of the population had heard about it.

Reaching the end of this study showed us that this investment was a win-win situation and, clearly, the French sport body should always allow for foreign investment and to adapt the same approach to develop sports in France.

The outcomes generated from this investment were political, economical, and social benefits for both countries. This study showed us the importance of using sport on different levels, focusing on the impact generated on the political level, as well as on the impact generated on the society

form a different country. Even though the study did not measure the impact of this investment on the residents in France, the French interviewees shared their good feelings generated from this investment.

In the next chapter the study will focus on the residents of Qatar, measuring the social impact generated from hosting international sport events.

The link between chapter three and chapter four is that both of them focus on the impact generated from the investment made by Qatar, however one on the international level, and the other on the national level. Therefore, chapter four will focus on measuring the impact from the residents in Qatar, mainly the new generation.

The importance of these two studies is to show that internal and external investment in sport can generate positive impact on the society, while helping the society to improve its different sectors and the hosting or investing country to improve its positioning on the international scene. This includes maintaining a diplomatic level with other countries with different perspectives, leading to generate soft power which provides a stable situation within the country and providing its residents with the satisfaction to adhere with the government and its decisions.

#### **4 Chapter four: The case of Qatar: the influence of hosting international sport event on young generation**

Since 1938, the World Men's Handball Championship has been a regular event organized by the International Handball Federation. The Handball World Championship was a smaller perceived scale than the FIFA World Cup and the summer or Winter Olympics. Irrespectively of its size, it is recognized internationally as an important component of sport tourism (Ntloko & Swart, 2008).

Different types of impacts are generated by the community hosting sports events (Fredline, 2004; Ritchie, 1984). These impacts are defined by Gramling and Freudenburg (2010) as physical, cultural, social, political, economic, and psychological, which could be studied before, during, or after the event. Ritchie (1984) defines a sports mega event as a major event of limited duration, developed to enhance awareness and to showcase a tourism destination. In addition to the above, researchers agreed that what turns an event to a mega event is essentially its size (Müller, 2015). The volume of a mega-event should exceed one million visitors and its reputation should be that of a "must-see" event (Marris, 1987). In contrast, a sport tourism event that does not meet the criteria above might instead be referred to as a small, medium, or major event. Researchers who studied the World Men's Handball Championship concluded that the championship may not be considered a mega-event, but rather a major or a medium sport tourism event (Pranić, Petrić, & Cetinić, 2012).

With a move from the International Handball Federation towards globalization and giving the opportunity to promote the game in a new part of the world, Qatar was hosting the 2015 World

Men's Handball Championship for the first time and able to be the first non-European country to win a medal (International Handball federation, 2015). While the majority of studies focus on the economic impact of sports events (Coates & Humphreys, 2003; V. a. Matheson & Baade, 2006), the impact of hosting sports events goes further towards social benefits, such as psychic income, quality of life, and shaping the image of the country (Churchman, 2005; Crompton, 2004; Fredline & Faulkner, 2000; Groothuis, Johnson & Whitehead, 2004; Jones, 2001; Wood, 2005). When it comes to events, people react differently; some develop local pride, others feel a sense of belonging, or celebrate their individuality, and, therefore, the support provided by the local community is important for the success of the event (Crompton, 2004).

The objective of this chapter was to examine the non-economic features associated with hosting an international sport event in Qatar, specifically evaluating the impact of the Handball World Championship on the young generation of a developing country (Investopedia, 2016) such as Qatar. A questionnaire based on a similar study by Kim & Walker (2012) was developed to help us to assess the socio-psychological impact from hosting this event. The five following factors were assessed: community pride due to enhanced image, enhanced community attachment, event excitement, community excitement, and pride in efforts to improve community infrastructure.

#### **4.1 The impact of hosting sport events**

It is well known that hosting major sports events captures substantial attention worldwide (Woosoon Kim & Walker, 2012). These major sport events are known to generate positive and negative impacts on host communities (J R Brent Ritchie & Aitken, 1985; Ritchie, 1984). Researchers have identified positive economic and social benefits from hosting major sport events (Chalip, 2006). In light of these benefits, there have been an increased competition to bid for and to acquire rights to host such events (Wonyoung Kim et al., 2015). A wide assortment of

benefits can be gained from hosting a sport event; these benefits can vary from one country to another. In the case of the FIFA 2010 Soccer World Cup in South Africa, some of its outlines were built around the poverty, reduction in crime, and the opening up of new possibilities for the host nation and the entire African continent; these outlines are related to political and economic development (Cornelissen & Swart, 2006).

China benefited substantially following its successful delivery of the 2008 Summer Olympic Games. They effectively used the Olympic Games brand and delivery as a “soft power” (Joseph S. Nye, 2004) to turn around, or attempted to turn around, negative international media perceptions towards issues of human rights, pollution, and media censorship (Foley, McGillivray, & McPherson, 2012). The Olympic Games were both a sporting and political success, simultaneously asserting and confirming China’s pre-eminent position in the world order (Foley et al., 2012).

On the other hand, Qatar launched a national vision called: Qatar National Vision 2030 to serve as a well-defined guideline for Qatar’s future and to guide the different sectors’ development in the coming years. Qatar’s plan is to develop a “spirit of tolerance, constructive dialogue and openness towards others at the national and international levels” (Qatar General Secretariat for Development Planning, 2008). Additionally, Qatar is seeking a prosperous future for the country through building a safe, secure, and stable society. Qatar is committed to increasing sports participation and active life-style practices among its population to improve health outcomes and to forge global friendships as well as to improve relations with countries around the world (Qatar General Secretariat for Development Planning, 2011).

“In Qatar, our investment in sport is part of our vision for the country, which has been set out to be achieved by 2030,” said Sheikh Saoud Bin Abdulrahman Al Thani, chairman of the 2017 World Athletics Championships bid (Kelso, 2011).

In regards to Sheikh Saoud Bin Abdulrahman Al Thani’s above statement, it would be important to measure the implication of this strategy by the residents of Qatar to see if they share the same opinions as the government, specifically the young generation, since sport takes an important place in the image of a nation, while it improves the process of integration of young generations into the globe (Allison, L., & Monnington, 2002). As a result, any investment needs to take time to evaluate its return on investment. In the case of Qatar, it will be important to focus on the new generation approach to this alteration and how is it affecting them.

#### **4.1.1 Measuring resident’s benefits**

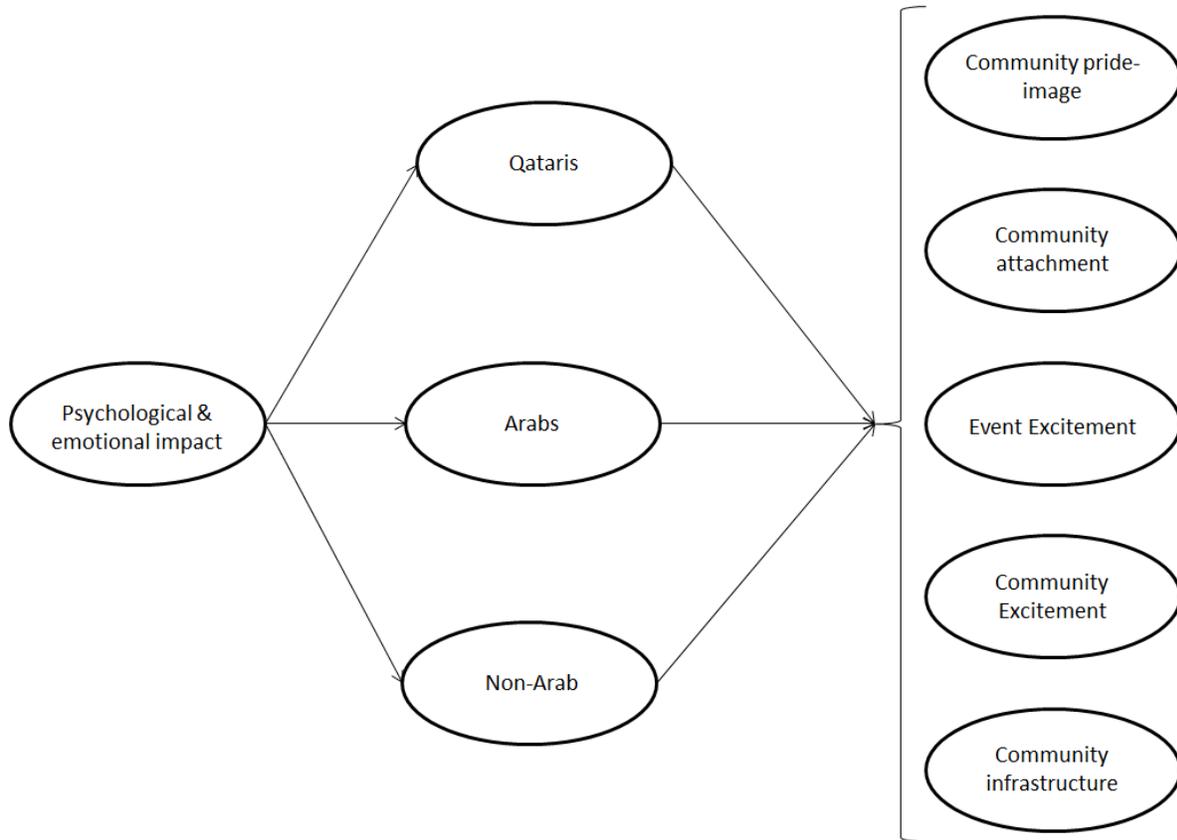
Although social impacts have been examined in different perspectives, they have been commonly evaluated as a one-dimensional concept. Some researchers argued for separating psychological impact from social impact (Burgan, B., & Mules, 1992; J. Crompton, 2004; J R Brent Ritchie & Aitken, 1985), where others have argued that it is hard to separate them since they are correlated (H. J. Kim, Gursoy, & Lee, 2006; S. S. Kim & Petrick, 2005).

According to this notion, two ways can be used to measure the social impact of a sport event when examining residents’ feedback (Faulkner & Tideswell, 1997). The first one being extrinsic which investigates mainly the macro-level impacts through evaluating the cultural, environmental, and infrastructure-related impact of events through collecting perceptual data on changes in community infrastructure, image, and individual and collective interests (S. S. Kim &

Petrick, 2005). Alternatively, the second was referred to by (J. Crompton, 2004) as psychic income, and it was modified to “psychological impact” by Kim & Walker (2012), since it more involves the impact on the psychological and emotional states of residents (Waitt, 2003); what they perceive without the need to attend or being a member in organizing the event.

Crompton (2004) explains “... people may follow their team through the media and engage in animated conversations with others about the team, but never attend a game”, indicating that the relation between the citizens and their teams manifest in the sport event. Therefore, focusing on emotional and psychological conditions of the residents in the sport events will allow for the recognition of the social impact. Regardless of the various perspectives of social impact, psychological benefits are increasingly recognized in sport events through local resident immersion (Chalip, 2006; Crompton, 2004). Crompton (2004) defined that the observed social impact for sport events is recognized through the improved level of local pride, the sense of community, and the excitement for the community among residents of a host community. Kim and Walker (2012) referred to the factors developed by (Crompton, 2004) to measure the psychic impact associated with Super-Bowl XLIII. As a result, they identified five different dimensions of psychological and emotional impacts; see Figure 6.

**Figure 6. Relation between the strategies assessed after the event.**



*Source: Wadih Ishac*

Moreover, Inoue and Havard (2014) based their examination on the dimensions identified by Kim and Walker. As the event had an exciting infrastructure, they removed the fifth dimension, community infrastructure. As a result, the event generated a higher level of social impact on local attendees which is related to the bigger sense of camaraderie or a higher level of social responsibility during the event, as well as a greater business return.

As mentioned by Sheikh Saoud Bin Abdulrahman Al Thani, chairman of the 2017 World Athletics Championships bid, sport is used as a governmental strategy to develop the society.

“Our government has made sport as one of the pillars to develop society and develop sport in our society. I can’t give you a number [on what we will spend] but it will be whatever it takes to develop society and develop sport within society” (Kelso, 2011).

This study is assessing the benefits received by the young generation from hosting the Handball World Championship 2015. Therefore, our hypotheses are as follows:

**Hypothesis 1:** Hosting the Handball World Championship generates positive impact on the young generation residing in Qatar.

**Hypothesis 2:** Hosting the Handball World Championship for the first time generated more positive impact within young Qataris compared to others from different nationalities.

**Hypothesis 3:** Hosting the Handball World Championship substantiates Qatar’s mission and vision.

#### **4.2 Method and Item generation**

Towards a further social impact analyses, a valid scale adopted by Kim & Walker, (2012) was used to measure the psychological impact of the Handball world Championship 2015 on the young generation residing in Qatar. The study instrument is composed of three phases: item generation, data collection, data analysis.

To avoid confusion and to increase reliability of the questions, a seven-point Likert-type scale was used in this research (1= strongly disagree to 7= strongly agree). Furthermore, to enhance the simplicity of items, the questionnaire, see (appendix 2) was translated into Arabic in order to decrease the probabilities of misunderstanding the words used. The questions were composed of

30 items covering 5 big factors: community pride due to the country's improving image, increase in the community attachment, event excitement, community excitement, and pride in efforts to improve community infrastructure.

### **Quantitative Method**

Aliaga, M., & Gunderson, (2002), defined the Quantitative method as 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (statistics)'. As previously mentioned, in this work, two different approaches were used to collect data and we have already seen earlier how this work used the qualitative method. This section will focus on the approach of using a quantitative method to generate data.

As it is known, quantitative methods can be used in different activities, such as testing hypotheses, explaining phenomena, numerical change, etc. The basic type of research demands a quantitative answer. After collecting the data, the following procedure would be analyzing them. In this work, the main vehicle for the quantitative method focuses on analyzing data collected from university students using Monkey survey, where the students' answers helped measure the impact of hosting international sports events on the new generation of Qatar residents. The questionnaire was focused on the psychological impact associated with outcomes from hosting the handball world championship in 2015. The results showed that the mission implemented by Qatar to improve the country was effective with positive outcomes.

To measure the social impact associated with hosting the Handball World championship in Qatar (2015), a questionnaire was made focusing on the psychological impact of the residents of Qatar. The questions were divided into different parts related to the five different dimensions defined by J. Crompton, (2004): community pride image, community attachment, event excitement,

community excitement, and community infrastructure. These points were assessed through different questions. After retrieving the results, they were regrouped under the nationality of the residents to measure the impact of the event and its variation on the nationality of the residents of the state.

*Quantitative Measurements:*

Numerous are the measures that can be used to assess the impact of hosting international sports events on different sectors that form a country. The below are the measures that took place targeting the outcomes that can help in finding answers.

- Data that assesses the development and the improvement of each element of the sectors targeted in Qatar: federation, association, committee, ministry etc.
- Measuring the contribution of the different elements of the sectors studied to the value added to the country development and gaining political power.
- Measuring the improvement of the infrastructure of the country
- Quantify the progress achieved from the international sports events hosted and its involvement in highlighting the positive impacts that can be achieved in hosting mega sports events
- Data interpretation in graphs, tables, and charts as appropriate to demonstrate the relation between social sector and political sector development.

The access to data depended on the method used in collecting it. The use of both languages, Arabic and English, facilitated the understanding of the questionnaire and enlarged the range of collection. These data measured the satisfaction of the residents of Qatar while showing the case that the residents became in favor of the government's decision in the way sport was used.

Furthermore, this positive outcome from the young residents of Qatar can explain how the government is using sport to influence residents, but it doesn't mean that they are controlling them. Providing the residents with their need means that the government made a wise decision and a wise projection for the country and its residents in the future.

#### **4.2.1 Procedure**

For a primary validation, the questionnaire was sent to experts in the field to be assessed. The board was composed from several specialists in social work, as well as in sport management. After it was assessed, some changes were made on the questionnaire enhancing the clarity of the questions. After the changes, a field test was conducted with 20 students from the sport science program, identifying potential issues that might make the questionnaire not understandable.

Based on all the results, the questionnaire was rewritten for more clarity and sent to the QU-IRB (Qatar University Institutional review board) for the ethical approval. Following their approval, the questionnaire was uploaded on Survey Monkey and sent to all the Qatar university students.

#### **4.2.2 Main study**

For the first time since the tournament was founded, the Qatar bid was selected to host the 24<sup>th</sup> Handball World Championship, making Qatar stand in the spotlight of international sports, becoming the first country in the Gulf region to host such international sport events, which took place from the 15<sup>th</sup> of January till the 1<sup>st</sup> of February 2015. Since the national vision and mission is more likely to affect this young generation, the questionnaire was uploaded on Survey Monkey and sent to the Qatar university students after the event ended. The students received an email sent to them from the university explaining the purpose of the study and a link to direct them to

the survey so they can answer it. The questionnaires conducted contained a constant form, demographic data, and data practices.

Despite all the difficulties students faced with their exams, courses, etc., 232 questionnaires were collected. Most of the respondents were female with an 80.4%, and 19.6% were male. 86.2% of the respondents ranged within the age of 18 to 25, and 13.8% ranged from the age of 25 to 35. Since the email informing about the survey was sent by the university to students and employees, 7.6% of the answers belong to non-students. For a better analysis, a regrouping was made on the nationality; the largest group among subjects was Qatari (56.3%), followed by Arab (26.4%), and non-Arab (17.3%). Regarding participants, 20% attended the Handball World Championship.

For the question regarding country gaining more respect from community (i.e., “Watching the Handball World Championship increased my respect to the community”), 68.9% of the subjects identified a positive impact, and the answers were divided as follows: (40.5%) reflected moderately positive impact, (17.6%) largely positive, (10.8%) little positive, (14.4%) no impact, (4.5%) little negative, (5.4%) moderately negative, and (6.8%) largely negative.

### **4.2.3 Data reliability**

The hypothesized measurement model is formed from 5 factors for assessing the event after taking place; as mentioned in Figure 6, each factor contains many observed variables (items). In total, the number of variables was 30. To determine the causal relationship between the latent and observed variables, Structural Equation Modeling (SEM) was used. To validate the measurement model of the five constructs involved in the research, the confirmatory factor analysis (CFA) was performed by using the LISREL 8.72 software.

To estimate the parameters the method of Maximum Likelihood (ML) were used. We calculated the chi-square ( $\chi^2$ ) which shows the degree of mis-fit of the model. Kline (2005) argued that the chi-square is sensitive to sample size (mostly rejects the model for large samples). According to Kenny and McCoach (2003), this test lacks power for small samples.

For a better understanding on how well the model reproduces the data, many alternative goodness-of-fit indices (parsimonious, absolute and incremental) were frequently reported in literature, and acceptable cut-off criteria reported by different authors were chosen. The first category contains relative/normed chi-square ( $\chi^2/df$ ) (Schermelleh-Engel et al.,2003). In the second category of indices we included: goodness of fit (GFI)(Joreskog & Sorbom, 1984) and adjusted goodness of fit index (AGFI) (Tanaka &Huba, 1985), root mean square error of approximation (RMSEA) (Schumacker & Lomax, 2010), root mean square residual (RMR) (Tabachnik & Fidell, 2007) and standardized root mean square residual (SRMR) (Hu &Bentler, 1999), and the third one includes Bentler-Bonett normed fit index (NFI) (Kaplan, 2000), Bentler-Bonett non-normed fit index (NNFI) or Tucker-Lewis index (TLI) (Bentler & Bonnet, 1980), comparative fit index (CFI) (Bentler, 1990), and relative fit index (RFI) (Hu &Bentler,1999); see Table 5.

**Table 5 Studies indices**

<b>Indices</b>	<b>References</b>
Relative/normed chi-square value ( $\chi^2/df$ )	Schermelleh-Engel et al., 2003
goodness of fit (GFI)	Joreskog & Sorbom, 1984
adjusted goodness of fit index (AGFI)	Tanaka & Huba, 1985

root mean square error of approximation (RMSEA)	Schumacker & Lomax, 2010
root mean square residual (RMR)	(Tabachnik & Fidell, 2007)
standardized root means square residual (SRMR)	(Hu & Bentler, 1999)
Bentler-Bonett normed fit index (NFI)	(Kaplan, 2000)
Bentler-Bonett non-normed fit index (NNFI)	(Bentler & Bonnet, 1980)
comparative fit index (CFI)	(Bentler, 1990)
relative fit index (RFI)	(Hu & Bentler, 1999)

Next to that, we examined the fit indices of the measurement model obtained after the running of CFA. Of a total of 30 items contained by the preliminary model, 8 of them were removed one by one because they don't have acceptable factor loadings for the latent construct. We identified the items with a factor loading of less than 0.7 not having a significant contribution to the model fit; ideally standardized factor loading should be equal or higher than 0.7 (Anderson & Gerbing, 1988);see

Table 6. Squared multiple correlations ( $R^2$ ) ranges between 0.54-0.94 for the final model, displaying a good variance (if the items registered  $R^2 < 0.2$ , there is a very high level of error).

**Table 6:** The standardized and unstandardized parameter estimates and squared multiple correlations.

Variables	Unstandardized Factor loadings		Standardized loadings		R <sup>2</sup>	
	30	22	30	22	30	22
	items	items	items	items	items	items
<i>CP - Community pride as a result of enhanced image</i>						
CP1 -Gained a positive image as HWC host city	1.42	1.43	0.9	0.9	0.8	0.81
CP2 -Qatar gained positive recognition	1.46	1.48	0.93	0.94	0.86	0.88
CP3 -Showed the ability to host a major sport event	1.35	1.35	0.83	0.83	0.69	0.69
CP4 -HWC gave opportunities to showcase the city	1.42	1.43	0.87	0.88	0.76	0.77
CP5 -Event helped my community to become a nationally known city	1.33	1.31	0.81	0.8	0.66	0.64
CP6 - Qatar can host other major sport events	1.23	1.21	0.76	0.74	0.57	0.55
CP7 - Hosting the tournament allowed for outsiders know more about my community	1.28	-	0.78	-	0.61	-
<i>EC - Enhanced community attachment</i>						
EC1 -Strengthened my friendships in my community	1.51	-	0.75	-	0.57	-
EC2 -Made residents appreciate their way of life more	1.49	1.41	0.78	0.74	0.6	0.54
EC3 -Increased my sense of well-being	1.77	-	0.85	-	0.72	-
EC4 -Increased my increased my sense of belonging in various community groups	1.81	-	0.87	-	0.75	-
EC5-Increased social interactions within community	1.80	-	0.89	-	0.78	-
EC6-Increased my respect to the community	1.68	1.73	0.78	0.81	0.61	0.65
EC7-Increased cooperation among groups in my community	1.70	1.78	0.86	0.9	0.74	0.81
EC8 - Increased my community confidence	1.63	1.72	0.81	0.86	0.66	0.74
<i>EE - Event excitement</i>						
EE1 - Hosting the Handball world championship	1.79	1.81	0.84	0.85	0.71	0.72

Variables	Unstandardized Factor loadings		Standardized loadings		R <sup>2</sup>	
	30 items	22 items	30 items	22 items	30 items	22 items
<i>increased my interest in Handball</i>						
EE2 - Watching the tournament increased my fan involvement with Handball	1.92	1.92	0.88	0.89	0.78	0.79
EE3 - I enjoyed watching more Handball games	1.94	1.95	0.87	0.87	0.76	0.76
EE4 - During the tournament the night life was more exciting	1.92	1.91	0.86	0.85	0.74	0.73
EE5 - When attending the tournament, I enjoyed interacting with visitors	1.85	1.88	0.85	0.85	0.72	0.72
EE6 - I liked to watch the Handball World Championship	1.94	1.94	0.87	0.87	0.77	0.76
EE7 - I was excited by the visitors	1.38	-	0.66	-	0.44	-
<i>PE - Pride in efforts to improve community infrastructure</i>						
PE1 - Hosting the tournament improved the quality of community public services	1.77	1.8	0.89	0.9	0.79	0.82
PE2 - Holding the 2015 Handball World Championship improved the quality of police and fire services	1.78	1.79	0.90	0.91	0.81	0.82
PE3 - Accommodating the Event improved our public facilities	1.63	-	0.88	-	0.78	-
PE4 - Organizing International sport event promoted opportunities to revive the community	1.79	-	0.88	-	0.78	-
PE5 - Presenting the International Sport competition helped urban regeneration	1.85	1.85	0.92	0.93	0.85	0.86
<i>CE - Community excitement</i>						
CE1 - Hosting the event provided entertainment to the community	1.80	1.8	0.92	0.92	0.85	0.85

Variables	Unstandardized Factor loadings		Standardized loadings		R <sup>2</sup>	
	30	22	30	22	30	22
	items	items	items	items	items	items
CE2 - The Tournament brought excitement to the community	1.94	1.94	0.97	0.97	0.94	0.94
CE3 - Holding the championship provided new activities to the community	1.84	1.84	0.95	0.95	0.9	0.9

In the next steps the items with the larger modification index in total were deleted, these items are: CP7, PE4, EC5, EC4, EC3, EC1, PE3 (Accommodating the Event improved our public facilities). The final result for the fit model ended up with 22 items see Table 7.

**Table 7: Fit indices of the model.**

	Model 30	29	28	27	26	25	24	23	22
Indices	items	items	items	items	items	items	items	items	items
Chi-square ( $\chi^2$ )	1145.	1020.	895.5	822.3	741.4	677.4	617.1	502.8	458.2
	7	1	9	1	9	3	6	6	8
<b>Parsimonious fit indices</b>									
Normedchi-square ( $\chi^2/df$ )	2.9	2.78	2.63	2.62	2.57	2.56	2.55	2.29	2.3
<b>Absolute fit indices</b>									
Goodness of fit index (GFI)	0.75	0.77	0.78	0.79	0.8	0.81	0.82	0.84	0.85
Adjusted goodness of fit index (AGFI)	0.71	0.72	0.74	0.75	0.76	0.77	0.77	0.8	0.81
Root mean square error of approximation (RMSEA)	0.091	0.088	0.084	0.084	0.082	0.082	0.082	0.075	0.075

	Model 30	29	28	27	26	25	24	23	22
Indices	items	items	items	items	items	items	items	items	items
Root mean square residual (RMR)	0.24	0.21	0.18	0.17	0.17	0.16	0.16	0.15	0.14
Standardized root mean square residual (SRMR)	0.065	0.058	0.048	0.047	0.045	0.043	0.042	0.039	0.038
Incremental fit indices									
Bentler-Bonett normed fit index (NFI)	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.98	0.98
Bentler-Bonett non-normed fit index (NNFI) or Tucker-Lewis index (TLI)	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98
Bentler comparative fit index (CFI)	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.99	0.99
Relative fit index (RFI)	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97

From a total of 232 cases, 30 were excluded because there were no answers for all variables. Finally, statistics are based on 202 cases with their results shown in Table 8. Cronbach's Alpha is greater than 0.9 ( $\alpha = 0.965$ ); this means there is a very good level of internal consistency, the coefficient being considered excellent (Kline, 2005). As seen before, all the values of standardized factor loadings for the final model (22 items) are higher than 0.7. Based on this the Average Variance Extracted (AVE) was calculated for all the constructs to verify the validity of

the model (see Table 8). The AVE values are greater than 0.5, which is necessary for each construct of the model. As for the composite reliability (CR), its values are greater than 0.6, meaning that the measurement model is reliable. With these results, a conclusion was made that hosting the Handball World Championship has a positive impact on the young generation of the country which approves our first hypothesis.

**Table 8: Reliability analysis of the data (N = 202).**

Variables	Mean	Standard Deviation	Corrected Total Correlation	Item-Cronbach's Alpha if Item Deleted	AVE	CR
CP - Community pride as a result of enhanced image					0.72	0.92
CP1	6.13	1.42	0.685	0.964		
CP2	6.09	1.34	0.68	0.964		
CP3	6.29	1.39	0.617	0.964		
CP4	6.21	1.33	0.712	0.964		
CP5	5.99	1.45	0.66	0.964		
CP6	6.23	1.42	0.63	0.964		
EC - Enhanced community attachment					0.69	0.86
EC2	4.56	1.83	0.697	0.964		
EC6	5.3	1.94	0.783	0.963		
EC7	5.19	1.8	0.812	0.962		
EC8	5.1	1.84	0.764	0.963		
EE - Event excitement					0.75	0.93
EE1	4.33	2.07	0.696	0.964		

EE2	4.24	2.13	0.739	0.963
EE3	4.63	2.11	0.733	0.963
EE4	4.62	2.14	0.762	0.963
EE5	4.32	2.04	0.749	0.963
EE6	4.69	2.09	0.769	0.963
<b>PE - Pride in efforts to improve community infrastructure</b>				<b>0.83 0.93</b>
PE1	5.35	1.72	0.744	0.963
PE2	5.31	1.65	0.779	0.963
PE5	5.32	1.73	0.789	0.963
<b>CE - Community excitement</b>				<b>0.9 0.96</b>
CE1	5.5	1.67	0.813	0.962
CE2	5.43	1.74	0.823	0.962
CE3	5.46	1.68	0.824	0.962

#### 4.2.4 Data Analysis

After making sure that all the items fit, and to measure the impact of the HWC on the young generation of Qatar, a statistical analysis using SPSS was made. By using a liker-type scale we removed all the answers counting from 1 to 4, and we measured the satisfaction of the data collected based on the answers of the last 3 items of the scale (somewhat agree, mostly agree, and strongly agree). Therefore, we divided the data to three categories (Qataris, Arab, Non-Arab) as shown in Table 9, and, as a result, 70.33% from the total answers were positive; young Qataris had the highest positive answers with a total of 76.14 % for all the questions, followed by Arabs with 67.95%, and Non-Arabs with 55.16%. These results showed us that the event had more

positive impact on young Qataris compared to other nationalities because of their belonging to the country, and approved our second hypothesis. Given that the event took place in Qatar, we calculated the result of all the different dimensions measured in this study to have a better understanding if the event helped in reaching the 2030 mission and vision implemented by the government. As a result, we found that 89.17% of all the young residents agreed that there is community pride, 63.23% enhanced community attachment, 52.85 event excitement, 70.20% pride in effort to improve the infrastructure, and 76.66% agreed that there is community excitement. These results show that young residents from different nationalities were able to appreciate the efforts that the government is putting for improvement and development. For that reason, our third hypothesis was approved showing us that the government’s vision to improve and develop the country was salient by the young residents in Qatar.

**Table 9: Young generation positive answers**

	Total Qatari			Total Arab			Total Non-Arab			Total
	No. response	No. Agrees	(%) Agrees	No. response	No. Agrees	(%) Agrees	No. response	No. Agrees	(%) Agrees	(%) Agrees
CP - Community Pride										
CP1	128	117	91.41	60	53	88.33	39	29	74.36	87.67
CP2	127	120	94.49	60	53	88.33	39	31	79.49	90.27
CP3	128	121	94.53	59	52	88.14	39	32	82.05	90.71
CP4	126	116	92.06	60	55	91.67	39	32	82.05	90.22
CP5	128	115	89.84	59	50	84.75	39	31	79.49	86.73

CP6	128	118	92.19	60	54	90.00	39	31	79.49	89.43
Total CP			92.42			88.55			79.49	89.17
EC - Enhanced community attachment										
EC2	127	78	61.42	59	28	47.46	39	11	28.21	52.00
EC6	125	97	77.60	58	36	62.07	38	20	52.63	69.23
EC7	126	94	74.60	58	36	62.07	39	19	48.72	66.82
EC8	126	97	76.98	58	30	51.72	39	18	46.15	65.02
Total EC			72.62			55.79			43.87	63.23
EE - Event excitement										
EE1	127	72	56.69	58	28	48.28	39	15	38.46	51.34
EE2	127	67	52.76	59	28	47.46	39	13	33.33	48.00
EE3	126	76	60.32	58	32	55.17	38	15	39.47	55.41
EE4	125	78	62.40	59	30	50.85	38	19	50.00	57.21
EE5	124	68	54.84	58	25	43.10	38	14	36.84	48.64
EE6	124	78	62.90	58	31	53.45	39	16	41.03	56.56
Total EE			58.30			49.71			39.83	52.85
PE - Pride to improve infrastructure										
PE1	123	96	78.05	59	42	71.19	39	17	43.59	70.14
PE2	122	95	77.87	59	42	71.19	38	18	47.37	70.78
PE5	123	92	74.80	60	43	71.67	38	19	50.00	69.68
Total PE			76.90			71.35			46.96	70.20
CE - Community excitement										
CE1	122	101	82.79	60	47	78.33	39	24	61.54	77.83

CE2	123	101	82.11	59	44	74.58	39	21	53.85	75.11
CE3	123	103	83.74	60	43	71.67	39	25	64.10	77.03
Total CE			82.88			74.86			59.83	76.66
Total			76.14			67.95			55.16	70.33

### 4.3 Discussion

The current study investigated the social impact from hosting an international sport event by analysing a post event survey conducted with university students. The result of this study confirmed that the impact of the international sport event was positive, and the community targeted supported the decision of hosting the Handball World Championship.

The use of CFA in our research helped us to confirm the validity and reliability of the scale designed to measure the social impact of the HWC 2015 on the young generation residing in Qatar. After the examination of the different indices used to evaluate model fit, we observed that the 22-item model is adequate. Eight observed indicators were rejected due to their low contribution to the fit model. Item EE7, representing “I was excited by the visitors,” corresponding to the *Event Excitement* factor was first deleted because of its standardized factor loading value being smaller than 0.7. The other 7 items (CP7, PE4, EC5, EC4, EC3, EC1 and PE3), having a large modification index, were also rejected, revising each time the hypothesized measurement model. Initially, the results seem to indicate that the use of a sport event improved the link within the society and generates high income, according to the 5 factors examined. These results show us that hosting an international sport event fits directly in the vision of the country in developing the society, as well as the young generation, whom are going to be leaders in the coming years, support the government’s decision in hosting

international sports events. They agreed that hosting international events helped in developing the infrastructure and the public services, which fits in the preparation for hosting the Soccer World Cup 2022. Finally, Kim and Walker's (2012) descriptive analysis reveals that smaller scale events can create social impact for the hosting community. Therefore, this study tends to provide a great support of community excitement generated from hosting the Handball World Championship.

#### 4.4 Limitation of the study

While this study illustrates the benefits towards the young generation residing in the hosting country, there are some limitations that should be assessed within further studies. The calculated values for the absolute, parsimonious and incremental fit indices were compared with this level, which is sometimes very different and can lead to different decisions concerning the elimination of the variables from the model. Table 10 shows us that some factors were highly correlated with each other (CE and PE,  $r = 0.86$ ; CE and EC,  $r = 0.84$ ; PE and EC,  $r = 0.84$ ; EE and EC,  $r = 0.84$ ) which explains that maybe the two latent variables represent the same construct.

**Table 10:** Correlation matrix between factors.

	CP	EC	EE	PE	CE
CP	1				
EC	0.68*	1			
EE	0.52*	0.84*	1		
PE	0.66*	0.84*	0.69*	1	
CE	0.64*	0.83*	0.71*	0.86*	1

\* Correlation significant at the 0.05 level.

In this study the data collection focused on a group of the population; the young generation residing in Qatar. Focusing on the impact of the young generation to assess this investment for a long term may be a limitation for the study. As a result, further studies may take into consideration different categories of community members providing a wider understanding of the community, and this way a wider understanding can be provided from the residents of a country assessing their involvement with this type of events.

Despite the limitation of the study, a positive impact was resulting from hosting the Handball World Championship on this young generation. Qatar is planning to host more international sport events; therefore, similar studies should be conducted to measure the variations of the impact on the residents. These variations will give us a better understanding if hosting the Mega event, FIFA World Cup in 2022, will generate a Mega positive impact on the residents of Qatar.

## **Summary chapter Four**

In this chapter, the study focused on the impact generated from hosting international sport events on the young generation of Qatar. It is important to mention that different types of impacts were generated by the community hosting sport events. This work will focus on a specific event that took place in Qatar. With the decision made by the International Handball Federation, Qatar hosted the 2015 world championship of Handball for the first time, and was able to be the 1st non-European to win a medal.

When it comes to sport events, people react differently; some develop local pride, and others feel a sense of belonging, which leads to say that if a sport event is not supported by its community, it will not be successful. Therefore, this chapter focus on measuring the non-economic impact generated from hosting the handball world championship on the young generation of Qatar.

The non-economic impact in this chapter is referred to as the socio-psychological impact. A questionnaire similar to the one developed by (Kim & walker 2012) was developed to assess the impact on the university students in Qatar.

In order to measure the social impact, two ways are defined that could be used to measure the social impact of a sport event when examining residents' feedback (Faulkner & Tideswell, 1997). The first one is extrinsic, which is related to the macro-level impacts and focuses on the evaluation of cultural, environmental, and infrastructure-related impacts of events through collecting perceptual data on changes in community infrastructure, image, and individual and collective interests (S. S. Kim & Petrick, 2005).

The second way to measure the social impact is referred to by (J. Crompton, 2004) as psychic income and was then modified to "psychological impact" by Kim & Walker (2012), since it is

more related to psychological and emotional states of residents (Waitt, 2003) and what they perceive without the need to attend or being a member in organizing the event.

Therefore, this work implemented the Crompton approach and the five following factors were assessed: community pride due to enhanced image, enhanced community attachment, event excitement, community excitement, and pride in efforts to improve community infrastructure.

In order not to repeat the same study, this work was improved by including the different types of nationalities that reside in Qatar, which will show which community had generated the higher impact from the event. Therefore, three categories were added: Qataris, Arabs, and Non-Arbs.

**Hypothesis 1:** Hosting the Handball World Championship generates positive impact on the young generation residing in Qatar.

**Hypothesis 2:** Hosting the Handball World Championship for the first time generated more positive impact within young Qataris compared to others from different nationalities.

**Hypothesis 3:** Hosting the Handball World Championship substantiates Qatar's mission and vision.

This work used a Quantitative method which was based on a Lyker-type scale that varied from "1 - strongly disagree" to "7 - strongly agree". The questionnaire was written in Arabic and English to facilitate the understanding for the student, and then it was uploaded on Monkey Survey and sent to all the Qatar University students. The answers received showed a positive result, approving the three hypotheses.

Even though this chapter generated positive results, it is important to mention that other studies should be done that are not just focusing on the young generation of Qatar, but all generations. This way it can provide us with a better understanding of the country as a whole.

Furthermore, that based on the first approach described in the introduction, hosting international sport events can generate a positive impact on the society, which is related to the emotion of the community.

## **Conclusion**

There are no doubts that sport is used as a mean of recognition on the international scene, the main query is to know how it is used. To have an answer, the first part of this study, gave a historical insight on how sports was used as a tool to feed the needs of a country. In other words, sports can frame social political identity around the world. These needs depend from one country to another, even if sometimes these needs are the same. As a result, countries had different strategies using sports as a tool to generate outcomes which depended on the need of the country.

In past history, countries from different regimes had profited from sport to reach their goals, and all the taken approaches were around two major points: the residents of the country for internal impact and diplomacy for external impact. These countries had different political systems, but these systems were adopted in the same way of using sports. To have a better understanding, this work focused on dividing literature into two parts; the first part focused on the politics of sport, the modification of global politics, and culture in sports. It focused on how sports constitute a basic display of political authority, and how it is used by politicians. Furthermore, it focused on how sports offers a key for cosmopolitan cultural change; therefore, sports cut across all national and cultural boundaries and transforms identities. Additionally, sports was explained as a global language, meaning that each sport has its own identity from the global language. Sports adopted or played (sport games) in some countries were not the same in other countries, and this was due to the colonization. For a better understanding, a chapter focused on the history of the development of some sports games in England, and the influence of the British colonies on making these sports games applicable in some countries. Moreover, the example of America was taken into consideration to show that the sports practiced over there were not the same as in other

countries, and later on a huge modification occurred in the way cultural identities shifted in the USA, Canada, New Zealand, etc and accepted other cultural sports.

As a result, the main target of these studies is to showcase the impact of the use of sport internally and externally, how it can generate positive or negative impact, how it can play a major role in improving a country's position, and how it can play a role in opening a country to accept or adjust itself to other countries. Furthermore, several mega sport events were chosen to have a better understanding of how these countries used sport as a tool for their own benefits. In 1934, the Italians, with their Fascism system, used sport as a tool to promote the country, especially in the 1930s. As a part of the diplomacy, international sport was beginning to take root throughout Europe in that decade (Teja, 1998). Thus, this approach shows the importance of the resident's happiness generated from watching the event. Consequently, to make an impact on the society, an important tool like sport could change or orientate the residents the way the government wants. Furthermore, the 1936 Olympic games that took place in Berlin, shows that politics took a huge role in the use of sport to promote the beliefs of the government; the Beobachter (the observer who was the representative of Hitler) demanded that the Olympic Games be restricted to white athletes, and he later on mentioned "Jews praise is poison for us" (Malitz, 1982). With the 1980 Olympic Games that took place, a new regime was in charge and the games were regarded as a sign of international acknowledgement for the Soviets. The first Olympics to take place in a socialist country meant that the USSR, while communist, could now be seen as a "normal" nation (Tomlinson & Young, 2006b). Nonetheless, the Soviets could claim to be just as good as the rest of the world due to this international approval (Shteinbakh, 1980). In Los Angeles, 1932, there were cultural businessmen behind the Olympic Games. According to the organizers, a spirit of Olympism "illuminated" the "dark abyss of depression; people from all

over the world had gone home with new hope and ‘a finer understanding of and a more intimate friendship for their fellow man, regardless of race or creed’ (Tomlinson & Young, 2006b). The 1984 Los Angeles Olympics had a huge impact on global sports. LA’s successful achievements were due to the regional elite’s ambitions and the aggregation of private capital in cooperate supports strategy. The successful Olympic Games of 1984 settled the foundations for the World Cup 1994 to be staged in the United States, with few new infrastructure and at a huge profit (Tomlison, 2005). In 2000, Sydney won the right to host the Olympic Games, by this time they became the most powerful media spectacles (Roche 2000), hosting them enables the nation to gain and sustain huge importance, and to be subjected to heavy media coverage of other countries. Hosting the Olympics provide with a significant opportunity for an external and internal dialogue about “the state of the nation” (Tomlinson & Young, 2006b). While the World Cup 2002 joined the forces of Korea and Japan, it was a strong push for these nations, especially since it was the first time to be hosted in Asia. These national sports cultures are the ground on which much work has been done for the modification of the potential economic and cultural impact of the World Cup (Manzenreiter & Horne, 2002). Again, a national pride was spread between residents, and they were enjoying the event throwing behind them the conflict that Korea and Japan had for a long time.

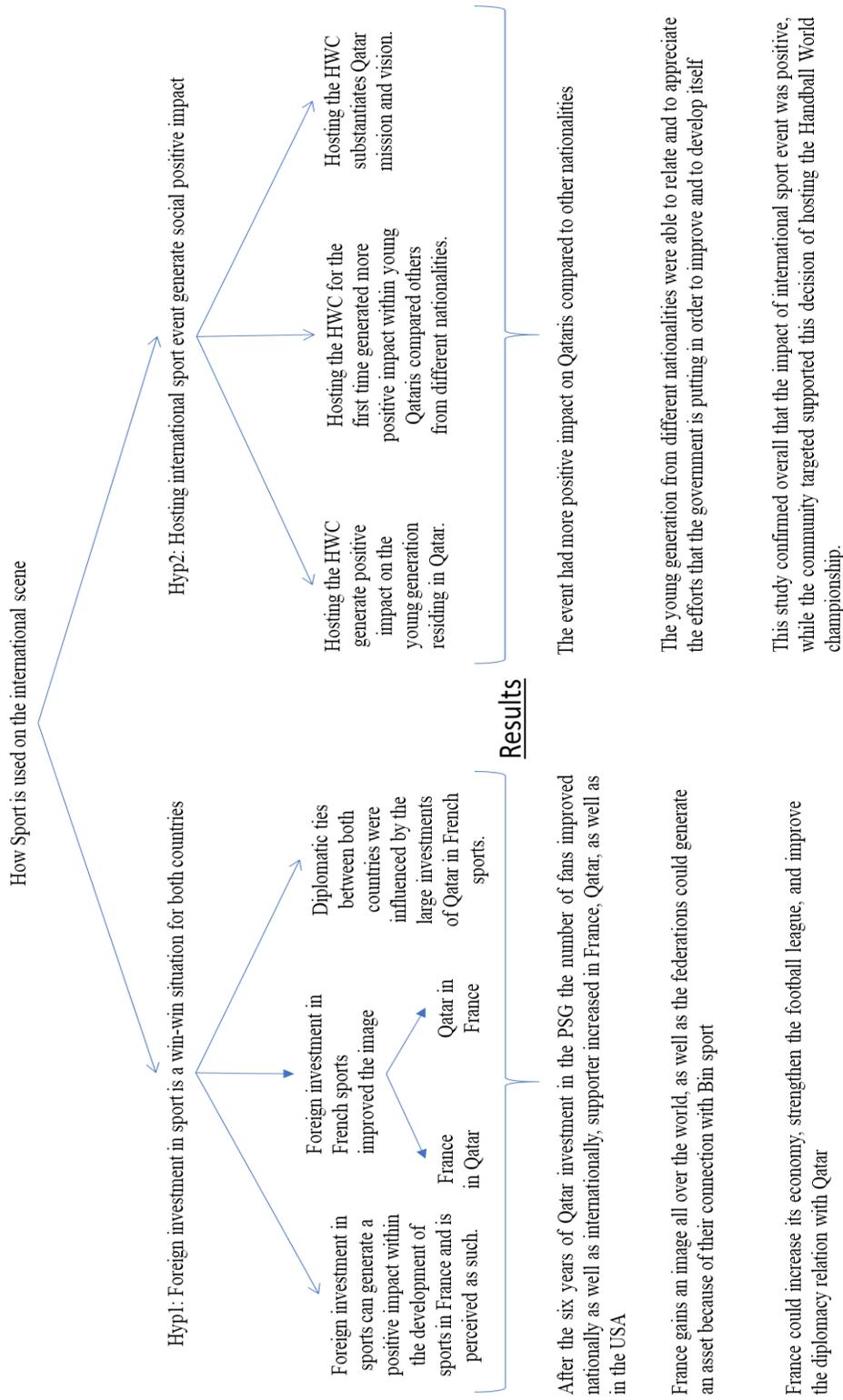
After understanding the historical use of sport from countries, two big hypotheses were generated; one being related to the use of sport having an impact on different countries: “Foreign investment in sport is a win-win situation for both countries”; the other hypothesis was related to the use of sport and its impact internally, more specifically on the residents of a country: “Hosting international sport events generate social positive impact”. Since these two hypotheses are vast, they directed the studies into more precise hypothesis related to the case study of Qatar,

in order to further understand how Qatar is using sport to generate impact internally and externally. As a result, two other general hypotheses were found to direct the structure of the study; the first one is related to the foreign investments: “The economic, social, and political impact France and Qatar are receiving from the investment in the PSG”, and the second one is related to the residents of Qatar focusing on their Socio-psycho impact generated from attending the Handball world championship 2015.

To understand how Qatar is profiting from the use of sport, a part of the thesis focused on providing general information about the country, such as how sports is used to expedite the development within the country, and what strategies are implemented by the country to reach its goals. Additionally, two studies were made, the first one being on an international level, titled “Foreign investment impact on the French sports body: the case of Qatar. In this study the objectives were to understand how sport was used as a tool in this investment and what benefits each country is profiting from such an investment. The study focused on the impact of this investment on the French sports body as well as on Qatar as a country. The methodology used was qualitative; interviewees had professional working experience in the French sports body, with a variety of profiles. The study focused on the impact generated from this investment on the social, political, and economical level, trying to understand if this investment was a win-win situation for both countries. The other study focused on the impact generated from hosting international sport events, titled: The case of Qatar: the influence of hosting international sport event on young generation. In this study, a quantitative method was used to measure the impact on the young generation residing in Qatar. The study focused on the university students, trying to measure the impact on the young generation, and to check if the government strategies and tactics had a positive impacted on the new generation. After making sure that the data was

reliable, an SPSS statistics program was used to measure the data. As a result, from the two studies, all the hypotheses were appropriate; see Figure 7.

**Figure 7: Hypotheses and results**



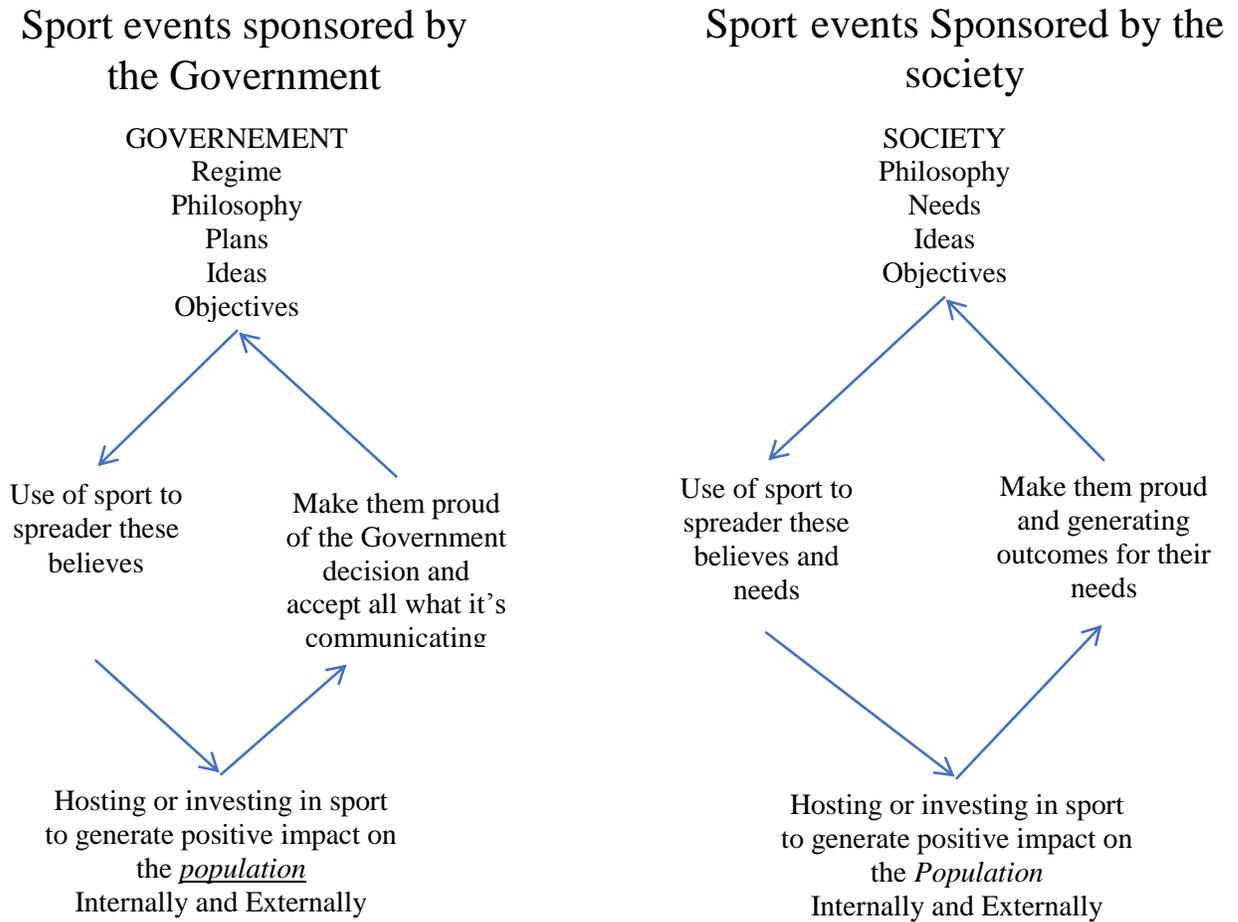
Accordingly, both studies showed that a positive impact is generated from the use of sport. Despite these results, the two countries in this work were profiting; France, specifically Paris, is profiting since the image of the city improved and an economical advantage was generated. Both countries had the leverage to profit from the use of sport in this investment which generated a positive impact. The study shows that such investments should be adopted by different federations and clubs in France. Furthermore, the interviewees shared that such investments strengthened the relation between the countries and generated positive economic revenue to the team, and indirectly to the city.

In addition, the second study focused on the use of sport internally through measuring the impact of hosting an international event. After Qatar won the bid to host the FIFA World Cup in 2022, several international sports events took place in the country to prepare to host the biggest one. Therefore, to know if the 2022 event will generate positive impact within the society, it was important to measure the impact of the events that is taking place in the country. As a result, hosting international sport events fits within the mission and the vision of the country. The answer generated from the residents, especially the young generation, supported the government's decision in hosting international sport events, while they agreed that it helps in developing the infrastructure and increased happiness within the residents. Even with the great result that these studies provided us with, there were some limitations earlier discussed.

Despite all the strategies that governments are implementing to use sport as a tool, governments have their own regime, philosophy, plans, ideas, and objectives to use sport as a tool to spread its beliefs. As a result, hosting or investing in sport generates positive impact on the population, internally and externally. This positive impact is simplified by the pride and

happiness of the residents. Indirectly, residents link this sensation of happiness produced from the event to the fact that it was made because of the government and it is the government who has provided them with this opportunity for happiness. Thus, the residents approve and adopt the government's approaches, which, in return, generate power for the government. What is important to mention is that during history, this generated power was always providing the government with domination. However, this power could instead be used as a tool to generate peace. Nowadays, it is highly seen that sport is used for development, and every time improving infrastructures, generating economic revenue, and providing the society with better facilities is discussed. But what is behind the approach of using sport? Is it to generate peace? Or is it to generate power to influence and to maintain a better position compared to other countries and governments? Kidd, B. (2008) mentioned that the values of sport is far from recent, and sport is not used anymore to generate peace and to reduce conflicts between countries; instead it used to showcase the power and the influence of a country or a government. Therefore, what would be important nowadays is to use sport to spread peace. In his article, Alrashid, (2017) mentioned that sport by itself can't create peace, instead it can be a major tool in supporting the different types of peace-building, such as building relationship, connecting individuals to communities, using sport as a community platform, and creating a space for dialogue (Alrashid, 2017). He further mentioned that creating programs using sport will help in improving peace.

**Figure 8 The difference of the use of Sport between the Government and the society**



*Source: Wadih Ishac*

Therefore, the main target for the use of big sport events by the government was to generate power. In fact, with this approach, the government is targeting the socio-psycho of the residents to generate outcomes which influence their decisions. As mentioned by (Alrashid, 2017), creating programs using sport can generate peace; small organisations or charities are creating

small sport events. These sport events are generating almost the same outcomes which are targeting directly the society, while providing them with a more feeling of belonging, compared to watching or attending a sport event. These types of outcomes are not only used to provide the residents with fun, enjoyment, and the feeling of sharing with others, but it is also helping to directly reduce other problems the society is facing; these events vary from supporting health problems, belonging problems, integrate refugees, etc. As a result, these events are helping to promote peace internally, making a great example for other countries to develop similar events for the same purposes. These organisations don't have a philosophy of gaining power or generating revenues for themselves, instead the purpose of their existence is providing help and support for the society. The outcomes of these events are making the residents proud because of their contribution. Figure 8 explains the way sport events are used to generate outcomes, showing the difference between the use of sport by government and by small associations or charities.

The idea behind this approach is that even if governments want to host mega sport events to improve their image and their existence on the international scene, whatever goals the government is seeking out of the use of mega sport events, it should add to its agenda these small events directly related to the need of the society and the residents. These small events can influence the government and reduce the gap with the society (residents), which may help with pushing or changing the government agenda, targeting the needs of the society. Therefore, it will be important to understand if the governments, in general, care about the population, whether they hear their populations' needs, if they try to solve their problems, or is the government's only importance to keep gaining power while using the residents as a toll by directing them the way they want. This way, the globalisation adopting these types of events will be highly seen

internationally as an opportunity of development, giving the government more respect by different residents from different countries. Furthermore, the governments can try to open to the international while trying to implement this type of events at least within its community living abroad, and improve their belonging to the country they decided to live in.

As per the positive result of this work, the case of Qatar shows similarity in the use of sport events compared to other nations; what they do have in common, however, is that they have all become major players in the hosting of mega sports events.

International relations researchers have discovered that there is a change in the structure of modern international affairs, where a huge number of states are currently active participants in the globalization.

Mega sports events, which has been defined several times in this work as a large event where countries or states all over the world compete against each other in a specific type or several types of sports, bringing with it several benefits and impact on the hosting country and its investors; if used appropriately and wisely, these impacts include political, economical, environmental, and social benefits.

This is crucial for Qatar, who's political and social systems are otherwise difficult to export to others. Through the hosting state's use and growth of soft power, residents and foreigners can socialize through public diplomacy. Is this the case of Qatar? Is it Qatar's to increase its potential in international affairs intention through hosting and bidding on hosting mega sport events? Does this investment signal a shift from being an outsider to an included or known state? Will this investment boost the shift of the country from regional power to global power?

Many studies focused on promoting the concept provided by Nye on Soft power, and they also explained the relation between hosting mega sport events and investing in sport events, and its relation with the political impact. The case of Qatar will remain similar to other countries that have profited from hosting international sport events. The approach made in this work focuses on shifting the interest of hosting mega or international sport events from direct or indirect revenue to the government to a direct impact on the society. To understand and measure the impact from applying this new concept, it will be important to create collaboration with researchers in International Relations to study this concept and its implications.

## **Appendices**

### **Appendix one: Questionnaire Foreign investment impact on the French sports body: the case of Qatar**

Je vous remercie d'avoir accepté de répondre à mes questions. Cette interview sera utilisée dans le cadre d'une étude ayant pour objet de tenter de comprendre comment le sport est utilisé sur la scène internationale comme moyen d'atteindre certains objectifs.

Notre conversation va durer environ une heure en portant notre attention en particulier sur les avantages que la France a dégagés ou non depuis que le Qatar a investi dans le Paris-Saint-Germain il y a six ans. Le but est de savoir si les investissements du Qatar ont été favorables à la croissance française, s'ils ont amélioré les relations politiques et diplomatiques entre les deux pays et s'ils ont amélioré l'image de la France au niveau international.

Vos réponses resteront totalement anonymes. A part l'enquêteur personne n'aura accès aux informations que vous voudrez bien me fournir.

1) Le sport peut aller de la pratique à l'organisation d'un événement international ou à des investissements dans un pays étranger. Quels sont les avantages à utiliser le sport tant au niveau social que politique ou économique ?

2) Pour différentes raisons des pays entrent en concurrence pour recevoir des événements sportifs de niveau international et certains pays comme la France acceptent des investissements venant de pays étrangers dans leur sport :

- a. Est-ce parce que les investissements étrangers peuvent avoir des effets positifs sur la société française ?
  - b. Est-ce parce que les investissements étrangers peuvent avoir des effets sur la diplomatie des deux pays ?
  - c. Est-ce parce que les investissements étrangers peuvent avoir un effet positif sur l'économie de la France ?
- 3) Les investissements du Qatar en France et, plus précisément, dans le PSG
- a. Ont-ils participé à l'amélioration de l'image des deux pays, à rehausser celle du Qatar, à rapprocher l'image du Qatar à celle de la France ou de Paris ?
  - b. Le Qatar devrait-il continuer à investir en France en ciblant les fédérations et/ou les stades cette fois ?
- 4) Quels avantages la France tire-t-elle en autorisant le Qatar à investir dans le sport français ?
- 5) Les investissements du Qatar dans le PSG ont permis d'améliorer l'image du club et de l'amener parmi les meilleurs sur le plan international.
- a. Est-ce que cela joue un rôle sur la fierté de la population française à l'égard du PSG ?
  - b. Est-ce que cela joue un rôle sur sa pratique sportive de la population française ?
  - c. Est-ce que cela a permis d'augmenter le nombre de supporters au niveau international comme c'est le cas sur le plan local et national
- 6) Est-ce que les investissements qataris dans le club de football français ont permis un résultat gagnant-gagnant pour les 2 pays ? Est-ce que ce peut-être un exemple à suivre pour d'autres fédérations ? Si la réponse est négative, pourquoi ?

## Appendix two: Questionnaire The impact of the Handball World Championship on the residents of the hosting country: the case of Qatar

Welcome to My Survey

مرحباً وشكراً لمشاركتكم للرد على هذا الاستبيان، إن مشاركتكم طوعية. سيتم استخدامها كجزء من الدراسة التي تهدف إلى قياس الآثار الاجتماعية المرتبطة ببطولة العالم لكرة اليد لعام 2015 التي أضيفتها قطر. نرجو منك أخذ 5 دقائق من وقتك للإجابة على الأسئلة التالية، وبأفضل ما يمكنك. هذا ليس باختبار، ولا توجد إجابات صحيحة أو غير صحيحة، يمكنك تخطي أي سؤال أو الانسحاب في أي وقت. لكن، لتطابق إجاباتك نمط حياتك من أجل دقة المعلومات. الأسماء في هذا الاستبيان لن تعرف، وإذ هي تماماً مجهولة. لا أحد من حولك أو من أصدقائك يمكنه الحصول على المعلومات التي تقدمها في هذا الاستبيان

Hello and thank you for your participation to respond to this questionnaire, your participation is voluntary. It will be used as part of a study that aims to measure the social impacts associated with the 2015 Handball World Championship hosted by Qatar. We kindly ask that you take your time to answer the following questions as best you can; it will take you only about 5 minutes. This is not a test: There are no correct or incorrect answers, you can skip any question or withdraw at any time. Let your answers match your lifestyle. This questionnaire is completely anonymous; nobody around you or your friends will have access to the information you supply.

البيانات الديموغرافية

### DEMOGRAPHIC Data

1. العمر؟

What is your age?

18 to 25

25 to 35

2. الجنس؟

What is your gender?

أنثى

Female

ذكر

Male

3. المهنة؟

What is your occupation?

\* 4. الجنسية؟

Nationality

5. هل حضرت أي من بطولة العالم لكرة اليد ؟

Did you attend any of the Handball World Championship?

نعم

Yes

لا

No

6. إذا كانت الإجابة نعم، ما هو عدد المباريات التي حضرتها ؟

If Yes, how many of the Handball World Championship games did you attend?

### البيانات التطبيقية

### **DATA PRACTICES**

7. اكتسبت قطر صورة إيجابية بكونها البلد المضيف لبطولة العالم في كرة اليد.

Qatar gained a positive image as the Handball World Championship host country

لا أوافق بشدة

Strongly disagree

أوافق بشدة

Strongly agree

8. اكتسبت قطر إعراف إيجابي.

Qatar gained positive recognition

لا أوافق بشدة

Strongly disagree

أوافق بشدة

Strongly agree

9. أظهرت قطر قدرتها على استضافة حدث رياضي كبير.

Qatar showed the ability to host a major sport event

لا أوافق بشدة

Strongly disagree

أوافق بشدة

Strongly agree

10. قدمت بطولة العالم لكرة اليد فرص لإظهار البلاد.

The Handball World Championship gave opportunities to showcase the country

لا أوافق بشدة

Strongly disagree

أوافق بشدة

Strongly agree

11. استضافة هذا الحدث ساعدت قطر لتصبح بلداً معروفاً عالمياً.

Hosting the event helped Qatar to become a globally known country

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

12. باستضافة قطر استضافة أحداث رياضية كبرى أخرى.

Qatar can host other major sport events

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

13. بطولة العالم لكرة اليد سمحت للأجانب معرفة المزيد عن قطر.

The Handball World Championship allowed for outsiders to know more about Qatar

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

14. عززت بطولة العالم لكرة اليد صداقاتي في مجتمعي.

Handball World Championship strengthened my friendships in my community

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

15. استضافة بطولة العالم لكرة اليد جعلت السكان يقدرون طريقت حياتهم أكثر.

Hosting the Handball World Championship made residents appreciate their way of life more

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

16. بعد مشاهدة بطولة العالم لكرة اليد شعرت برفاهية أكثر.

Watching the Handball World Championship increased my sense of well-being

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

17. مشاهدة بطولة العالم لكرة اليد زادت من إحساسي بالانتماء الى فئات مجتمعية مختلفة.

Watching the Handball World Championship increased my sense of belonging in various community groups

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

18. مشاهدة بطولة العالم لكرة اليد زادت من تفاعلاتي مع مجتمعي المقرب

Watching the Handball World Championship increased my social interactions within my community

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

19. مشاهدة بطولة العالم لكرة اليد زادت من احترامي لهذا البلد

Watching the Handball World Championship increased my respect for the country

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

20. مشاهدة بطولة العالم لكرة اليد زادت من التعاون بين جماعات مختلفة في مجتمعي

Watching the Handball World Championship increased cooperation among groups in my community

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

21. مشاهدة بطولة العالم لكرة اليد زادت من الثقة في مجتمعي

Watching the Handball World Championship increased my community confidence

لا أوافق بشدة							لا أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

22. مشاهدة بطولة العالم لكرة اليد زادت من اهتمامي في لعبة كرة اليد

The Handball World Championship increased my interest in Handball

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

23. مشاهدة بطولة العالم لكرة اليد زادت من مشاركتي كمشجع في كرة اليد

The Handball World Championship increased my fan involvement with Handball

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

24. لقد استمتعت بمشاهدة مباريات بطولة العالم لكرة اليد

I enjoyed watching Handball World Championship games

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

25. خلال المباريات كانت الحياة الليلية أكثر إثارة .

During the tournaments the night life was more exciting

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

26. خلال بطولة العالم لكرة اليد استمتعت في التفاعل مع الزائرين .

During the Handball World Championship, I enjoyed interacting with visitors

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

27. لقد أستمتعت في مشاهدة مباريات بطولة العالم لكرة اليد .

I liked watching the Handball World Championship games

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

28. أسعدني وجود زائرين .

I was excited by the visitors

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

29. استضافة بطولة العالم لكرة اليد طورت من مستوى الخدمات العامة في المدينة .

Hosting the Handball World Championship improved the quality of city public services

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

30. استضافة بطولة العالم لكرة اليد طورت من مستوى خدمات قسم الشرطة وإدارة مكافحة الحرائق .

Holding the Handball World Championship improved the quality of police and fire services

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

31. استضافة بطولة العالم لكرة اليد طورت من مستوى منشآتنا العامة والرياضة .

The Handball World Championship improved our public and sport facilities

لا أوافق بشدة							أوافق بشدة
Strongly disagree							Strongly agree
<input type="radio"/>							

32. استضافة بطولة العالم لكرة اليد عززت فرص إحياء مجتمعنا المحلي.

Hosting the Handball World Championship promoted opportunities to revive the community

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

33. بطولة العالم لكرة اليد ساعدت في إعادة التطوير المدني.

The Handball World Championship helped urban regeneration

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

34. بطولة العالم لكرة اليد قدمت الترفيه للمجتمع.

The Handball World Championship tournament provided entertainment to the community

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

35. بطولة العالم لكرة اليد جلبت الإثارة للمجتمع.

The Handball World Championship tournament brought excitement to the community

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

36. بطولة العالم لكرة اليد قدمت أنشطة جديدة للمجتمع.

The Handball World Championship provided new activities to the community

لا أوافق بشدة Strongly disagree أوافق بشدة Strongly agree

## References

### Journals

- Allison, L., & Monnington, T. (2002). Sport, prestige and international relations. *Government and Opposition*, 37(1), 106-134.
- Alrashid, S. A. A. (2017). HARNESSING THE POWER OF SPORT FOR AND PEACE BUILDING IN POST MILLENNIUM D. *Journal of Current Research*, 9(11), 60781-60789.
- Amara, M. (2005). 2006 Qatar Asian Games: A “Modernization” Project from Above? *Sport in Society*, 8(3), 493–514.
- Angey-Sentuc, G., & Molho, J. (2015). A critical approach to soft power: Grasping contemporary Turkey’s influence in the world. *European Journal of Turkish Studies. Social Sciences on Contemporary Turkey*, (21).
- Anholt, S. (1998) ‘ Nation-brands of the 21st century ’ , *Journal of Brand Management* , Vol. 5 , No. 6 , pp. 395 – 406 .
- Aragao, M. M. De. (2015). Economic Impacts of the FIFA World Cup in Developing Countries, 1–27.
- Bagozzi, R. P. (1975). Marketing as Exchange. *Journal of Marketing*, 39(4), 32.
- Balduck, A.-L., Maes, M., & Buelens, M. (2011). The Social Impact of the Tour de France: Comparisons of Residents’ Pre- and Post-event Perceptions. *European Sport Management Quarterly*, 11(2), 91–113.
- Barclay, J. (2009). PREDICTING THE COSTS AND BENEFITS OF MEGA- SPORTING EVENTS: MISJUDGEMENT OF OLYMPIC PROPORTIONS?. *Economic affairs*, 29(2), 62-66.

- Berg, C. (2008). Politics, not sport, is the purpose of the Olympic Games. *Review-Institute of Public Affairs*, 60(3), 15.
- Brown, C., Busser, J. A., & Baloglu, S. (2010b). Sport tourists in a gaming destination: Predicting gaming and non-gaming expenditures. *UNLV Gaming Research & Review Journal*, 14(2), 59.
- Brown, C., Busser, J. A., & Baloglu, S. (2010). Sport tourists in a gaming destination: Predicting gaming and non-gaming expenditures. *UNLV Gaming Research & Review Journal*, 14(2), 59–68.
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.
- Bull, C., & Lovell, J. (2007). The impact of hosting major sporting events on local residents: An analysis of the views and perceptions of Canterbury residents in relation to the Tour de France 2007. *Journal of Sport & Tourism*, 12(3–4), 229–248.
- Burdge, R. J., Charnley, S., Scientist, S., Station, F. E., Service, F., Downs, M., ... Williams, G. (2003). Principles and guidelines for social impact assessment in the USA: The Interorganizational Committee on Principles and Guidelines for Social Impact Assessment. *Impact Assessment and Project Appraisal*, 21(3), 231–250.
- Burgan, B., & Mules, T. (1992). Economic impact of sporting events. *Annals of Tourism Research*, 19(4), 700–710.
- Cantelon, H., & Letters, M. (2000). The making of the IOC environmental policy as the third dimension of the Olympic movement. *International Review for the Sociology of Sport*, 35(3), 294–308.
- Chalip, L. (2002). Using the Olympics to optimise tourism benefits. University lectures on the

Olympics, Centre d'Estudis Olímpics (UAB

- Chalip, L. (2006). Towards Social Leverage of Sport Events. *Journal of Sport & Tourism*, 11(2), 109–127.
- Chen, N. (2008). What economic effect do mega-events have on host cities and their surroundings? An investigation into the literature surrounding mega-events and the impacts felt by holders of the tournaments. University of Nottingham.
- Chernushenko, D., & Stubbs, D. (2005). Guidelines for greening sports events.
- Coates, D., & Humphreys, B. R. (2003). Professional Sports Facilities, Franchises and Urban Economic Development. *Public Finance and Management*, 3(3), 335–357.
- Collins, A., Jones, C., & Munday, M. (2009). Assessing the environmental impacts of mega sporting events: Two options? *Tourism Management*, 30(6), 828–837.
- Cornelissen, S., & Swart, K. (2006). The 2010 football world cup as a political construct: The challenge of making good on an African promise. *Sociological Review*, 54(SUPPL. 2), 108–123.
- Crockett, S. (1994). Sports tourism–bidding for international events. *Journal of Sport Tourism*. *Journal of Sport Tourism*, 1(4), 8–11.
- Crompton, J. (2004). Beyond Economic Impact: An Alternative Rationale for the Public Subsidy of Major League Sports Facilities. *Journal of Sport Management*, 18(1), 40–58.
- Crompton, J. L. (2006). Economic Impact Studies: Instruments for Political Shenanigans? *Journal of Travel Research*, 45(1), 67–82.
- Donnelly, P., Atkinson, M., Boyle, S., & Szto, C. (2011). Sport for Development and Peace: a public sociology perspective. *Third World Quarterly*, 32(3), 589–601.
- Erickson, B. H. (1996). Culture, class, and connections. *American journal of Sociology*, 102(1),

217-251.

- Fan, Y. (2008). Soft power: Power of attraction or confusion?. *Place Branding and Public Diplomacy*, 4(2), 147-158.
- Faulkner, B., & Tideswell, C. (1997). A Framework for Monitoring Community Impacts of Tourism. *Journal of Sustainable Tourism*, 5(1), 3–28.
- Ferner, A., Bélanger, J., & Westney, D. E. (2008). Peer Hull Kristensen and Jonathan Zeitlin Local Players in Global Games: The Strategic Constitution of a Multinational Corporation. *Socio-Economic Review*, 6(2), 379–394.
- Finer, J. (2002). The Grand Illusion. *Far Eastern Economic Review*, 165(9), 32–36.
- Foley, M., McGillivray, D., & McPherson, G. (2012). Policy pragmatism: Qatar and the global events circuit. *International Journal of Event and Festival Management*, 3(1), 101–115.
- Fredline, E., & Faulkner, B. (1998). Resident reactions to a major tourist event: The Gold Coast Indy car race. *Festival Management and Event Tourism*, 5(4), 185–205.
- Fredline, E., & Faulkner, B. (2000). Host community reactions. *Annals of Tourism Research*, 27(3), 763–784.
- García, B., & Amara, M. (2013). Media perceptions of Arab investment in European football clubs: The case of Málaga and Paris Saint-Germain. *Sport&EU Review*, 5(1), 5–20.
- Gentile, E. (1984). The problem of a party in Italian Fascism. *Journal of Contemporary History*, 19, 251–274.
- Gibson, H. J., Walker, M., Thapa, B., Kaplanidou, K., Geldenhuys, S., & Coetzee, W. (2014). Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa. *Tourism Management*, 44, 113–122.
- Gilmore, F. (2002) 'A country — Can it be repositioned? Spain— The successful story of

- country branding', *Journal of Brand Management*, Vol. 9, No. 4/5, pp. 281 – 293.
- Gong, Q. (2012). *The Positive and Negative Economic Contributions of Mega-sporting Events to Local Communities*.
- Gordon, R. S., & London, J. (1934). Football and Fascism. National Identity and Global Sports Events: Culture, Politics and Spectacle in the Olympics and the Football World Cup (Albany, 2005), 41-63.
- Gramling, R., & Freudenburg, W. R. (2010). Opportunity-Threat, Development, and Adaptation: Toward a Comprehensive Framework for Social Impact Assessment<sup>1</sup>. *Rural Sociology*, 57(2), 216–234.
- Grix, J., & Houlihan, B. (2014). Sports Mega-Events as Part of a Nation's Soft Power Strategy: The Cases of Germany (2006) and the UK (2012). *The British Journal of Politics & International Relations*, 16(4), 572–596.
- Groothuis, P. a., Johnson, B. K., & Whitehead, J. C. (2004). Public funding of professional sports stadiums: Public choice or civic pride? *Eastern Economic Journal*, 30(4), 515–526.
- Henderson, J. C. (2003). Managing tourism and Islam in Peninsular Malaysia. *Tourism Management*, 24(4), 447–456.
- Henderson, J. C. (2006). Tourism in Dubai: overcoming barriers to destination development. *International Journal of Tourism Research*, 8(2), 87–99. <https://doi.org/10.1002/jtr.557>
- Hiller, H. H. (1998). Assessing the impact of mega-events: a linkage model. *Current Issues in Tourism*, 1(1), 47–57.
- Hoberman, J. (1995). Toward a theory of Olympic internationalism. *Journal of Sport History*, 22(1), 1–37.
- Hoberman, J. (2011). The Myth of Sport as a Peace-Promoting Political Force. *SAIS Review*,

31(1), 17–29.

- Horne, J. D., & Manzenreiter, W. (2004). Accounting for mega-events: forecast and actual impacts of the 2002 Football World Cup Finals on the host countries Japan/Korea. *International Review for the Sociology of Sport*, 39(2), 187–203.
- Horne, J., & Manzenreiter, W. (2006). An Introduction to the Sociology of Sports Mega-Events. *The Sociological Review*, 54(2\_suppl), 1–24.
- Howard, D. R., & Crompton, J. L. (2004). Tactics used by sports organizations in the United States to increase ticket sales. *Managing Leisure*, 9(2), 87–95.
- Humphreys, B. R., & Prokopowicz, S. (2007). Assessing the impact of sports mega-events in transition economies: EURO 2012 in Poland and Ukraine. *International Journal of Sport Management and Marketing*, 2(5/6), 496.
- Humphreys, J. (1994). The economic impact of hosting Super Bowl XXVIII on Georgia. *Georgia Business and Economic Conditions*, 54(3), 1–5.
- Inoue, Y., & Havard, C. T. (2014). Determinants and Consequences of the Perceived Social Impact of a Sport Event. *Journal of Sport Management*, 28(3), 295–310.
- Jackson, S. J., & Scherer, J. (2013). Rugby World Cup 2011: Sport mega-events and the contested terrain of space, bodies and commodities. *Sport in Society*, 16(7), 883–898.
- Jackson, S. (2013). Rugby World Cup 2011: Sport mega-events between the global and the local. *Sport in Society: Cultures, Commerce, Media, Politics*, 16(7), 847–852.
- Jackson, S. J. (2013a). The contested terrain of sport diplomacy in a globalizing world. *International Area Studies Review*, 16(3), 274–284.
- Jackson, S. J. (2013b). The contested terrain of sport diplomacy in a globalizing world. *International Area Studies Review*, 16(3), 274–284.

- Johnson, A. T. (1982). GOVERNMENT , OPPOSITION AND SPORT : THE ROLE OF DOMESTIC SPORTS POLICY IN GENERATING POLITICAL SUPPORT. *Journal of Sport and Social Issues*, 6(2), 22–34.
- Jones, C. (2001). Mega-events and Host-region Impacts :, 251.
- Jones, C. (2008). Assessing the impact of a major sporting event: the role of environmental accounting. *Tourism Economics*, 14(2), 343–360.
- Jonsson, S., & Colyvas, J. (2011). Ubiquity and Legitimacy: Disentangling Diffusion and Institutionalization. *Sociological Theory*, 29(1), 27–53.
- Joseph S. Nye. (2004). *Soft Power: The Means to Success in World Politics*. United States: Public affairs New York.
- Kidd, B. (2008). A new social movement: Sport for development and peace. *Sport in Society*, 11(4), 370–380.
- Kim, H. J., Gursoy, D., & Lee, S. B. (2006). The impact of the 2002 World Cup on South Korea: Comparisons of pre- and post-games. *Tourism Management*, 27(1), 86–96.
- Kim, J., Kang, J. H., & Kim, Y. (2014). Impact of Mega Sport Events on Destination Image and Country Image. *Sport Marketing Quarterly*, 23(3), 161–175.
- Kim, S. S., & Petrick, J. F. (2005). Residents' perceptions on impacts of the FIFA 2002 World Cup: the case of Seoul as a host city. *Tourism Management*, 26(1), 25–38.
- Kim, W., Mun, H., Walker, M., & Drane, D. (2015). Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation. *Tourism Management*, 48, 21–32.
- Kim, W., & Walker, M. (2012). Measuring the social impacts associated with Super Bowl XLIII: Preliminary development of a psychic income scale. *Sport Management Review*, 15(1), 91–

108.

- Lakshman, C. (2008). Conditions for hosting mega-sporting events in Asia: comparing Japan and India. *Asian Business & Management*, 7(2), 181–200.
- Lanfranchi, P. (1991). The Team That Shook the World. *The International Journal of History of Sports*, 336–346.
- Lee, J. W. (2004). An overview of the reciprocating relationship between sport and religion. *Smart Online Journal*, 1(1), 26-28.
- Liz Fredline. (2004). Host Community Reactions to Motorsport Events: The Perception of Impact on Quality of Life. In Chris Cooper, C. M. Hall, & Dallen Timothy (Eds.), *Sport Tourism: Interrelationships, Impacts and Issues* (p. 293). Channel View Publications.
- Manheim, J. B., & Albritton, R. B. (1983). Changing National Images: International Public Relations and Media Agenda Setting. *The American Political Science Review*, 78(3), 641–657.
- Manzenreiter, W., & Horne, J. (2002). Global governance in world sport and the 2002 World Cup Korea/Japan. Japan, Korea and the, 1-25.
- Manzenreiter, W. (2008). The “Benefits” of Hosting: Japanese Experiences from the 2002 Football World Cup. *Asian Business & Management*, 7(2), 201–224.
- Markovits, A., & Hellerman, S. (2003). The “Olympianization” of Soccer in the United States. *SAGE Journals*, 1545.
- Marris, T. (1987). The Role and Impact of Mega-events and Attractions on Regional and National Tourism Development Resolutions. *The Tourist Review*, 42, 3–12.
- Matheson, V. A. (2009). Economic multipliers and mega-event analysis. *International Journal of Sport Finance*, 4(1), 63–70.

- Matheson, V. a., & Baade, R. a. (2006). Padding Required: Assessing the Economic Impact of the Super Bowl. *European Sport Management Quarterly*, 6(4), 353–374.
- Müller, M. (2015). What makes an event a mega-event? Definitions and sizes. *Leisure Studies*, 34(6), 627–642.
- Mudde, C. (2004). The populist zeitgeist. *Government and opposition*, 39(4), 541-563.
- Murray, B. (1992). Berlin in 1936. *International Journal of the History of Sport*, 9(1), 29–49.
- Ntloko, N., & Swart, K. (2008). Sport tourism event impacts on the host community – a case study of Red Bull Big Wave Africa. *South African Journal for Research in Sport, Physical Education and Recreation*, 30(2), 79–93.
- Nye, J. S. (1990). Soft power. *Foreign policy*, (80), 153-171.
- Ohmann, S., Jones, I., & Wilkes, K. (2006). The Perceived Social Impacts of the 2006 Football World Cup on. *Journal of Sport & Tourism*, 11, 1–27.
- Olds, K. (1998). Urban mega-events, evictions and housing rights: the Canadian case. *Current Issues in Tourism*, 1(1), 2–46.
- Papantoniou, G. (2008). Religiosity as a main element in the ancient Olympic Games. *Sport in Society*, 11(1), 32-43.
- Peterson, J. E. (2001). Succession in the states of the gulf cooperation council. *The Washington Quarterly*, 24(4), 173–186.
- Pieterse, J. N. (1994). Globalisation as hybridisation. *International sociology*, 9(2), 161-184.
- Pilon, J. G. (2005). Soft power: The means to success in world politics, and: America the virtuous: The crisis of democracy and the quest for empire. *Mediterranean Quarterly*, 16(2), 125-131.
- Porter, P. K., Fizel, J., Gustafson, E., & Hadley, L. (1999). Mega-sports events as municipal

- investments: a critique of impact analysis. *Sports Economics: Current Research*, 61–73.
- Pranić, L., Petrić, L., & Cetinić, L. (2012). Host population perceptions of the social impacts of sport tourism events in transition countries. *International Journal of Event and Festival Management*, 3(3), 236–256.
- Qatar Olympic Committee. (2011). *Sports sector strategy 2011-2016*. Doha, Qatar: Qatar General Secretariat for Development Planning.
- Randeree, K. (2011). Islam and the Olympics: seeking a host city in the Muslim world. *International Journal of Islamic and Middle Eastern Finance and Management*, 4(3), 211-226.
- Rein, I., & Shields, B. (2007). Place branding sports: Strategies for differentiating emerging, transitional, negatively viewed and newly industrialised nations. *Place Branding and Public Diplomacy*, 3(1), 73–85.
- Richeri, G. (1937). Italian Broadcasting and Fascism. *Media, Culture & Society*, 2, 49–56.
- Ritchie. (1984). Assessing the Impact of Hallmark Events : Conceptual and Research Issues. *Journal of Travel Research*, 23, 2–11.
- Ritchie, B. W., Shipway, R., & Cleeve, B. (2009). Resident Perceptions of Mega-Sporting Events: A Non-Host City Perspective of the 2012 London Olympic Games. *Journal of Sport & Tourism*, 14(2–3), 143–167.
- Ritchie, J. R. B. (2000). Turning 16 Days into 16 Years Through Olympic Legacies: Ingenta Connect. *Event Management*, 6(3), 155–165.
- Ritchie, J. R. B., & Aitken, C. E. (1985). Olympulse II - Evolving Resident Attitudes Toward the 1988 Olympic Winter Games. *Journal of Travel Research*, 23, 28–33.
- Ritter, W. (1986). Tourism in the Arabian Gulf Region—Present situation, chances and

- restraints. *GeoJournal*, 13(3), 237–244.
- Schirm, S. a. (2010). Leaders in need of followers: Emerging powers in global governance. *European Journal of International Relations*, 16(2), 197–221.
- Searle, M. S. (1991). Propositions for testing social exchange theory in the context of ceasing leisure participation. *Leisure Sciences*, 13(4), 279–294.
- Sharpley, R. (2008). Planning for tourism: The case of Dubai. *Tourism and Hospitality Planning & Development*, 5(1), 13–30.
- Slabbert, E., Africa, S., & Oberholzer, S. (2011). Residents' perceptions of the impacts of the fifa 2010 world cup, 2008–2011.
- Teichler, H.-J. (1976). Berlin 1936-Ein Sieg der NS-propaganda>. *Stadion* 2, 2, 285.
- Thibault, L. (2009). Globalization of sport: An inconvenient truth. *Journal of Sport Management*, 23, 1–20.
- Turco, D. M., Riley, R., & Swart, K. (2002). "Sport tourism. Morgantown, WV: Fitness Information Technology."
- Turrini, J. (2001). It was communism versus the free world: The USA-USSR dual track meet series and the development of track and field in the United States, 1958-1985. *Journal of Sport History*, 28(3), 427–469.
- Van Der Westhuizen, J., & Swart, K. (2011). Bread or circuses? The 2010 World Cup and South Africa's quest for marketing power. *The International Journal of the History of Sport*, 168–180.
- Wagstaff, C. (1984). The Italian cinema during the Fascist regime. *The Italianist*, 4, 160–174.
- Waitt, G. (2003). Social impacts of the Sydney Olympics. *Annals of Tourism Research*, 30(1), 194–215.

Wengraf, T. (2001). *Qualitative research interviewing: Biographic narrative and semi-structured methods*. Sage.

Wood, E. H. (2005). Measuring the economic and social impacts of local authority events. *International Journal of Public Sector Management*, 18(1), 37–53.

## Books

- Alberto, M. (1978). *fascismo al microfono. Radio e politica in Italia (1924-1945)*.
- Allen, G. (2004). *From Ritual to Record: The Nature of Modern Sports*. Columbia: Columbia University Press.
- Aliaga, M., & Gunderson, B. (2002). *Interactive statistics*. Virginia: America: Pearson Education.
- Allison, L. (Ed.). (1993). *The changing politics of sport*. Manchester University Press.
- Anholt, S. (2007). 'Competitive Identity: The New Brand Management for Nations, Cities and Regions', Palgrave Macmillan, Basingstoke, UK.
- Argentieri, M. (1979). *L'occhio del regime: informazione e propaganda nel cinema del fascismo*. Vallecchi.
- Bourdieu, P. (1977). *Outline of a Theory of Practice* (Vol. 16). Cambridge university press.
- Bruce, T., & Hallinan, C. (2001). The quest for Australian identity. *Sport stars: The cultural politics of sporting celebrity*, 257.
- Bryman, A. (2015). *Social research methods*. Oxford university press.
- Churchman, A. K. (2005). Book Reviews. *Local Government Studies*, 31(4), 511–526.
- De Bosscher, V. (2008). *The global sporting arms race: An international comparative study on sports policy factors leading to international sporting success*. Meyer & Meyer Verlag.
- De Grazia, V. (2002). *The culture of consent: mass organisation of leisure in fascist Italy*. Cambridge University Press.
- De Martino, E. (1934). Il campionato del mondo di calcio: Primi bilanci. *Corriere Dell Sera*, 4.
- Dobrov, A. (1974). *Moscow is ready to host the 1980 Olympics*. Moscow: Novosti Press Agency Publishing House.

- Dorsey, J. M. (2016). *The turbulent world of Middle East soccer*. Oxford University Press.
- Dunning, E., Murphy, P. J., & Williams, J. (2002). *Football on trial: Spectator violence and development in the football world*. Routledge.
- Easton, D. (1965). A systems analysis of political life.
- Edelman, R. (1993). *Serious fun: a history of spectator sport in the USSR*. Oxford University Press.
- Eisnberg, C. (1999). *"English Sports" und deutsche Bürger*. Paderborn: Ferdinand Schöningh.
- Elias, N., & Dunning, E. (1971). Folk football in medieval and early modern Britain. *The Sociology of Sport*, 116-32.
- E. R. A. (1984). *Community economic impact of the 1984 Olympic Games*. Los Angeles.
- European Tour Operators Association. (2010). Olympic Hotel Demand—Sydney, Athens, Beijing. *London: ETOA*.
- Fredline, E. (2004). Host community reactions to motorsport events: The perception of impact on quality of life. *Sport tourism: Interrelationships, impacts and issues*, 155-173.
- Forgacs, D. (1986). The Left and Fascism: Problems of definition and Strategy. In *Rethinking Italian Fascism: Capitalism, Populism, and Culture*. London: Lawrence and Wishart.
- Gardiner, G. (2003). *"Black" bodies-"white" codes: indigenous footballers, racism and the Australian football league's racial and religious vilification code*.
- Gentile, E., & Botsford, K. (1996). *The sacralization of politics in fascist Italy* (p. 119). Cambridge, MA: Harvard University Press.
- Ghirelli, A. (1990). *Storia Sociale del Calcio in Italia*. Turin: Einaudi.
- Glickman, M., & Isaacs, S. (1996). *The fastest kid on the block: the Marty Glickman story*. Syracuse University Press.

- Godwell, D. (2000). The Olympic branding of Aborigines: The 2000 Olympic Games and Australia's indigenous peoples. In *The Olympics at the millennium: Power, politics, and the Games*. New Jersey: Rutgers University Press.
- Goffman, E. (1959). *The presentation of self in everyday life*. New York: Doubleday Anchor.
- Goldblatt, D. (2008). *The ball is round: A global history of soccer*. Penguin.
- Green, G. (1953). *Soccer: the world game*. Phoenix House Limited.
- Gruneau, R. (1993). The critique of sport in modernity: Theorising power, culture, and the politics of the body. *The sports process: A comparative and developmental approach*, 85-109.
- Guthrie, D. (2012). *China and globalization: The social, economic and political transformation of Chinese society*. Routledge.
- Gutin, A. (1990). Olimpizm kak element gumannisticheskoi kul'tury. In S.Guskov (Ed.), *Novoe myshlenie i olimpiskoe dvizhenie*. Moscow: Izdatel'stvo Instituta Fitzkul'tury.
- Hayes, G., & Karamichas, J. (Eds.). (2011). *Olympic Games, mega-events and civil societies: Globalization, environment, resistance*. Springer.
- Ғазан, B. (1982). *Olympic sports and propaganda games: Moscow 1980*. Transaction Publishers.
- Hobsbawm, Eric. 1990. *Nations and nationalism since 1780: Program, myths, reality*. Cambridge: Cambridge University Press.
- Holt, R. (1990). *Sport and the British: a modern history*. Oxford University Press.
- Horne, J. (2006). *Sport In Consumer Culture* (2006th ed.). Palgrave; 2005 edition.
- Houlihan, B. (1994). *Sport and international politics*. Prentice Hall.
- Inglis, S. (1990). *The football grounds of Europe*. Willow Books.

- Krüger, A. (1972). *Die Olympischen Spiele 1936 und die Weltmeinung*.
- Lazotti, U. (1934). Il prologo delle finali del campionato calcistico del mondo. *Il Giornale d'Italia*, 6.
- Lenskyj, H. J. (2012). *Best Olympics Ever?, The: Social Impacts of Sydney 2000*. SUNY Press.
- Lowi, T. (1974). *Campus, society, and the place of American sport. Appendix G in GH Hanford, An Inquiry into the Need for and Feasibility of a National Study of Intercollegiate Athletics Washington, DC: American Council on Education*.
- Lukes, S. (Ed.). (1986). *Power*. NYU Press.
- Malitz, B. (1982). Die Kritik der Nationalsozialisten am "unpolitischen" Sport. In *In Der Sport im kreuzfeuer der Kritik*. Schondorf: Karl Hofmann.
- Mancini, E. (1985). *Struggles of the Italian film industry during fascism, 1930-1935* (Vol. 34). UMI Research Press.
- Mandell, R. (1987). *The Nazi Olympics Campaign*.
- Mangan, J. A. (2013). *Making European Masculinities: Sport, Europe, Gender* (Vol. 2). Routledge.
- Markovits, A. S., & Hellerman, S. L. (2014). *Offside: soccer and American exceptionalism*. Princeton University Press.
- Markovits, A. S., & Rensmann, L. (2010). *Gaming the world: How sports are reshaping global politics and culture*. Princeton University Press.
- McBride, S., & Wiseman, J. R. (Eds.). (2000). *Globalization and its Discontents*. London: Macmillan.
- McCarthy, P. (2000). Sport and society in Italy today-Itinerary 2: Two fascist champions.
- McCoy, H. (2011). *They Shoot Horses, Don't They?*. Profile Books.

- Melissen, J. (2005). *Wielding soft power: The new public diplomacy* (p. 4). Netherlands: Netherlands Institute of International Relations, Clingendael.
- Miller, T., Lawrence, G. A., McKay, J., & Rowe, D. (2001). *Globalization and sport: Playing the world*. Sage.
- Minichiello, V., Aroni, R., & Minichiello, V. (1990). *In-depth interviewing: Researching people*. Longman Cheshire.
- Morgenthau, H. j. (1960). *Politics among Nations: the struggle for power and peace*. New York: Knopf.
- Murray, W. (1994). *Football: A History of The World Game*. Aldershot: Scolar Press.
- Murray, B., & Murray, W. J. (1998). *The world's game: a history of soccer* (Vol. 14). University of Illinois Press.
- Novikov, I. (1980). *Games of the XXII Olympiad, Moscow, 1980: Official report of the Organzing Committee of the Games of the XXII Olympiad*. Moscow: Organzing Committee of the XXII Olympiad.
- Nye, J. S (1990) ' Bound to Lead: The Changing Nature of American Power ' , Basic Books, New York, NY .
- Nye, J. S. (2004). *Soft power: The means to success in world politics*. Public affairs.
- Nye, J. S. (2011). *The future of power*.
- Ormezzano, G. P., & Colombero, B. (1978). *Il calcio e la coppa del mondo*. Longanesi.
- Parkin, F. (1971). *Class inequality and political order*. Holt, Rhinehart, Winston.
- Petrone, K. (2000). *Life has become more joyous, comrades: Celebrations in the time of Stalin*. Indiana University Press.
- Preuss, H. (2004). *The economics of staging the Olympics: a comparison of the Games, 1972-*

2008. Edward Elgar Publishing.
- Punch, K. F. (2013). *Introduction to social research: Quantitative and qualitative approaches*.  
sage.
- Kline, R. B. (2005). *Principles and practice of structural equation modeling* 2nd edition Guilford  
press. New York.
- Recanatesi, F. (1978). *Il mondo e un pallone: Storia e attualità dei campionati mondiali di  
calcio*. Milan: Mazzotta.
- Reyburn, W. (1975). *The men in white: the story of English rugby*. Pelham.
- Riordan, J. (1979). *Sport in the USSR and the 1980 Olympic Games*. Collet.
- Ritzer, G. (Ed.). (2008). *The Blackwell companion to globalization*. John Wiley & Sons.
- Robertson, R., White, K. E., & Ritzer, G. (2007). *The Blackwell companion to globalization*.
- Robertson, R. (1992). *Globalization: Social theory and global culture* (Vol. 16). Sage.
- Rowe, D. (2003). *Sport, Culture & Media: The Unruly Trinity*. McGraw-Hill Education (UK).
- Shteinbakh, V. (1980). *The Soviet contribution to the Olympics*. Novosti Press Agency  
Publishing House.
- Standeven, J., & de Knopf, P. (1999). *Sport Tourism*. IL: Human Kinetics.
- Starostin, N. (1989). *Futbol skvoz gody*. Sovetskaia Rossiia.
- Stites, R. (1988). *Revolutionary dreams: Utopian vision and experimental life in the Russian  
revolution*. Oxford University Press.
- Suny, R. G. (1998). *The Soviet experiment: Russia, the USSR, and the successor states* (p. 234).  
New York: Oxford University Press.
- Taylor, I. (2009). *China's new role in Africa*. Boulder, CO: Lynne Rienner Publishers.
- Teja, A. (1998). Italian Sport and International Relation. In P. Arnauld & J. Riordan (Eds.), *In*

- Sports and International Politics*. London: E & FN Spon.
- Timasheff, N. S. (1946). *The great retreat: The growth and decline of communism in Russia*. EP Dutton & Company, Inc..
- Tomlinson, A., & Young, C. (2006a). Chapter 1 Culture , Politics , and Spectacle in the Global Sports Event — An Introduction, 1–14.
- Tomlinson, A., & Young, C. (2006b). *National Identity and Global Sports Events: Culture, Politics, and Spectacle in the Olympics and the Football World Cup*. Albany: State University of New York Press.
- Tomlinson, A., & Young, C. (Eds.). (2006). *National identity and global sports events: Culture, politics, and spectacle in the Olympics and the football World Cup*. SUNY Press.
- Tomlison, A. (1989). Representation, Ideology, and Sport: The opening and closing ceremonies of the Los Angeles Olympic Games. In *The Olympic movement and the mass media-past, present, and future issues*. Calgary: Hurford Enterprises.
- Tomlison, A. (2005). The making of the global sports economy: ISL, Adidas, and the rise of the corporate player in world sport. In *In Sport and corporate nationalisms*. Oxford: Berg.
- Tomlinson, A., & Whannell, G. (Eds.). (1984). *Five ring circus: Money, power and politics at the Olympic Games*. Pluto Press.
- Von Geldern, J. (1993). *Bolshevik Festivals, 1917-1920* (Vol. 15). Univ of California Press.
- Wallace, R. (1975). *The Men in White: The Story of English Rugby*. London: Pelhams Books.
- Weiler, B., & Hall, C. M. (1992). *Special interest tourism*. Belhaven Press.
- Wenner, L. A. (Ed.). (1998). *MediaSport*. Psychology Press.
- Wolf, M. (2004). *Why globalization works*. Yale University Press.
- Wrong, D. H. (1979). *Power: Its Forms. Bases and Uses* New York: Harper and Row.

## Website

- AJG Simoes, C. H. (2011). The Economic Complexity Observatory: An Analytical Tool for Understanding the Dynamics of Economic Development. Retrieved from [http://atlas.media.mit.edu/en/visualize/tree\\_map/hs92/export/qat/fra/show/2015/](http://atlas.media.mit.edu/en/visualize/tree_map/hs92/export/qat/fra/show/2015/)
- Akkawi, M. H. (2010). *Resident Attitudes towards Tourism Development In Conservative Cultures: The Case of Qatar*. Mais H. Akkawi. Retrieved from [https://uwspace.uwaterloo.ca/bitstream/handle/10012/5298/Mais%20Akkawi%20final%20thesis%20\(1\).pdf%20%20%20%7D%7D;jsessionid=EDC5FD322CF228966B6CFD984F5E43A5?sequence=1](https://uwspace.uwaterloo.ca/bitstream/handle/10012/5298/Mais%20Akkawi%20final%20thesis%20(1).pdf%20%20%20%7D%7D;jsessionid=EDC5FD322CF228966B6CFD984F5E43A5?sequence=1)
- Alcantara. N. (2012, February 23). London Olympics: On par to destroy travel and tourism? *eTN Editor-in-Chief*. Retrieved from <https://www.eturbonews.com/54665/london-olympics-par-destroy-travel-and-tourism>
- Andy Sambidge. (2008, November 6). Qatar set to launch new tourism ad campaign. Retrieved from <http://www.arabianbusiness.com/qatar-set-launch-new-tourism-ad-campaign-83434.html>
- Andy Sambidge. (2009, March 19). Tourism set to double Qatar GDP contribution - report. Retrieved from <http://www.arabianbusiness.com/tourism-set-double-qatar-gdp-contribution-report-64917.html>
- Baade, R. A., & Matheson, V. A. (2011). Financing professional sports facilities. retrived from [http://college.holycross.edu/RePEc/spe/MathesonBaade\\_FinancingSports.pdf](http://college.holycross.edu/RePEc/spe/MathesonBaade_FinancingSports.pdf)
- Boniface Pascal ; Matelly Sylvie. (2016). *FRANCE AND QATAR : Mutual Economic Benefits*. Retrieved from <http://www.qadran.fr/wp-content/uploads/2016/04/Study->

[QatarFrance March2016 IRIS.pdf](#)

Espn Staff. (2007, July 24). Beckham MLS debut draws record ratings *ESPN Soccernet*.

Retrieved from <http://www.espnfc.com/story/447663>

Ernst & Young. (2012). Rapid-growth markets soft power index. Retrieved from

[www.ey.com/Publication/vwLUAssets/Rapid-](http://www.ey.com/Publication/vwLUAssets/Rapid-growth_markets:_Soft_power_index/$FILE/Rapid-growth_markets-Soft_Power_Index-Spring_2012.pdf)

[growth\\_markets:\\_Soft\\_power\\_index/\\$FILE/Rapid-growth\\_markets-Soft\\_Power\\_Index-](http://www.ey.com/Publication/vwLUAssets/Rapid-growth_markets:_Soft_power_index/$FILE/Rapid-growth_markets-Soft_Power_Index-Spring_2012.pdf)

[Spring\\_2012.pdf](http://www.ey.com/Publication/vwLUAssets/Rapid-growth_markets:_Soft_power_index/$FILE/Rapid-growth_markets-Soft_Power_Index-Spring_2012.pdf)

FIFA. (2017a). FIFA Men's Ranking. Retrieved June 15, 2017, from [http://www.fifa.com/fifa-](http://www.fifa.com/fifa-world-ranking/associations/association=qat/men/index.html)

[world-ranking/associations/association=qat/men/index.html](http://www.fifa.com/fifa-world-ranking/associations/association=qat/men/index.html)

FIFA. (2017b). List of FIFA country codes. Retrieved from

[https://en.wikipedia.org/wiki/List\\_of\\_FIFA\\_country\\_codes](https://en.wikipedia.org/wiki/List_of_FIFA_country_codes)

Greenpeace. (2004, July 29). Athens 2004 disqualified from Green Olympics. Retrieved June 26,

2017, from [http://www.greenpeace.org/international/en/news/features/athens-disqualified-](http://www.greenpeace.org/international/en/news/features/athens-disqualified-from-green/)

[from-green/](http://www.greenpeace.org/international/en/news/features/athens-disqualified-from-green/)

Gulf times. (2015, January 14). Handball Worlds will have great impact on our society.

Retrieved from [http://www.gulf-times.com/story/423267/Handball-Worlds-will-have-great-](http://www.gulf-times.com/story/423267/Handball-Worlds-will-have-great-impact-on-our-soci)

[impact-on-our-soci](http://www.gulf-times.com/story/423267/Handball-Worlds-will-have-great-impact-on-our-soci)

Hughes, R., & Thomas, L. (2008, September 02). English Soccer Club Sale Reveals Emirates'

Rivalry.

Retrieved

from

<http://www.nytimes.com/2008/09/03/business/worldbusiness/03soccer.html>

International Handball federation. (2015). Men's Handball World Championship Qatar 2015.

Retrieved

from

[http://www.ihf.info/en-](http://www.ihf.info/en-us/ihfcompetitions/worldchampionships/mensworldchampionships/menshandballworldcha)

[us/ihfcompetitions/worldchampionships/mensworldchampionships/menshandballworldcha](http://www.ihf.info/en-us/ihfcompetitions/worldchampionships/mensworldchampionships/menshandballworldcha)

mpionshipqatar2015.aspx

Investopedia. (2016, September 28). Top 25 developed and developing countries. Retrieved from

<http://www.investopedia.com/updates/top-developing-countries/>

IRIRS. (2002). *Dossier DIPLOSPORT*. Paris. Retrieved from

<https://www.csfrs.fr/sites/default/files/diplosportdossier.pdf>

Joffe, J. (2006) ' America, the Ubiquitous-when one nation dominates the world, its power

breeds unease, resentment, and denigration ', available at [http://www.swarthmore.edu/](http://www.swarthmore.edu/bulletin/index.php?id=457)

[bulletin/index.php?id=457](http://www.swarthmore.edu/bulletin/index.php?id=457)

Joe Hall. (2015, June 15). Qatar to host fans on cruise ships during 2022 World Cup to satisfy

Fifa's hotel demand. Retrieved from [http://www.cityam.com/214080/qatar-host-fans-cruise-](http://www.cityam.com/214080/qatar-host-fans-cruise-ships-during-2022-world-cup-satisfy-fifas-hotel-demand)

[ships-during-2022-world-cup-satisfy-fifas-hotel-demand](http://www.cityam.com/214080/qatar-host-fans-cruise-ships-during-2022-world-cup-satisfy-fifas-hotel-demand)

Kelso, P. (2011, November 10). Qatar's bid for 2017 World Athletics Championships the latest

offensive to capture sport's global limelight. Retrieved from

[http://www.telegraph.co.uk/sport/olympics/athletics/8882241/Qatars-bid-for-2017-World-](http://www.telegraph.co.uk/sport/olympics/athletics/8882241/Qatars-bid-for-2017-World-Athletics-Championships-the-latest-offensive-to-capture-sports-global-limelight.html)

[Athletics-Championships-the-latest-offensive-to-capture-sports-global-limelight.html](http://www.telegraph.co.uk/sport/olympics/athletics/8882241/Qatars-bid-for-2017-World-Athletics-Championships-the-latest-offensive-to-capture-sports-global-limelight.html)

Mark Leberfinger. (2015, March 20). World Cup to Shift Seasons in 2022 to Avoid Qatar's

Summer Heat. Retrieved from [http://www.accuweather.com/en/weather-news/2022-fifa-](http://www.accuweather.com/en/weather-news/2022-fifa-world-cup-qatar-heat-shift-to-fall/43745676)

[world-cup-qatar-heat-shift-to-fall/43745676](http://www.accuweather.com/en/weather-news/2022-fifa-world-cup-qatar-heat-shift-to-fall/43745676)

Michael YU. (2004). *The Economic and Social Impacts of Hosting Selected International*

*Games*. Hong kong. Retrieved from [http://www.legco.gov.hk/yr03-](http://www.legco.gov.hk/yr03-04/english/sec/library/0304rp07e.pdf)

[04/english/sec/library/0304rp07e.pdf](http://www.legco.gov.hk/yr03-04/english/sec/library/0304rp07e.pdf)

Nordland, R., & Al-Izzi, S. (2009, November 24). Soccer in Iraq: Another Field for Argument.

*New York Times*, p. A16.

<http://www.nytimes.com/2009/11/25/world/middleeast/25baghdad.html>

Qatar General Secretariat for Development Planning. (2008). *Qatar National Vision 2030*. Qatar.

Retrieved from [http://www.mdps.gov.qa/en/qnv/Documents/QNV2030\\_English\\_v2.pdf](http://www.mdps.gov.qa/en/qnv/Documents/QNV2030_English_v2.pdf)

Qatar General Secretariat for Development Planning. (2011). *Qatar National Development Strategy 2011~2016*. Retrieved from

[https://www.mdps.gov.qa/en/knowledge/HomePagePublications/Qatar\\_NDS\\_reprint\\_complete\\_lowres\\_16May.pdf](https://www.mdps.gov.qa/en/knowledge/HomePagePublications/Qatar_NDS_reprint_complete_lowres_16May.pdf)

Ridge, M. (2009, July 29). Gulati on Gold Cup, World Cup and More Soccer America. Retrieved from <https://www.socceramerica.com/publications/article/33414/gulati-on-gold-cup-world-cup-and-more-audio.html>.

Rogers, T. (1974). 19,600 See TV Soccer at Garden. *New York Times*. Retrieved from [www.proquest.com](http://www.proquest.com)

Turner, B. (2002). Qatar: Dawlat Qatar (State of Qatar)." *The Statesman's Yearbook: The Politics, Cultures and Economies of the World*. Retrieved from [http://www.statesmansyearbook.com/entry?entry=countries\\_dc\\_qa](http://www.statesmansyearbook.com/entry?entry=countries_dc_qa)

Thompson J (2010) Retrieved Sep 15, 2010, from <http://www.abc.net.au/news/2010-09-15/sydney-games-a-lasting-legacy/2260648>

Wikipedia. (2017). Qatar. Retrieved June 13, 2017, from <https://en.wikipedia.org/wiki/Qatar>

Wilsey, S. (2006). The beautiful game. Why soccer rules the world. *National Geographic*, 42–48. Retrieved from <http://ngm.nationalgeographic.com/2006/06/soccer/soccer-text/3>

Wolfington, V. a, Armstrong, P., Christou, A., Cosslett, A., Ettetdgui, E., Cbe, M. F., ... Stein, D. (2006). The 2006 Travel & Tourism Economic Research. Retrieved from <http://fac.ksu.edu.sa/sites/default/files/WTTC%20Report.pdf>

worldmeters. (2017). Qatar population. Retrieved June 13, 2017, from <http://www.worldometers.info/world-population/qatar-population>

Yusko, D. (2008). ESPN-Extra Soccer Please Now! *Timesunion.com Blogs*. Retrieved from [blogs.timesunion.com](http://blogs.timesunion.com)

## List of Tables

Table 1: Examples of Mega Events and their Economic Impact Studies .....	95
Table 2: The difference between Hard Power and Soft Power.....	108
Table 3: The Economic relation between France and Qatar.....	138
Table 4: The Professional interviewees in the French sports body .....	145
Table 5 Studies indices .....	179
Table 6: The standardized and unstandardized parameter estimates and squared multiple correlations.....	181
Table 7: Fit indices of the model. ....	183
Table 8: Reliability analysis of the data (N = 202).....	185
Table 9: Young generation positive answers .....	187
Table 10: Correlation matrix between factors. ....	190

## List of Figures

Figure 1 The use of sport to generate outcomes .....	17
Figure 2: The structure of the study .....	28
Figure 3: Outcomes from the sport sector.....	133
Figure 4: Impact of Foreign investment in the Paris Saint-Germain .....	140
Figure 5: The strategy of questions adapted in the interview .....	148
Figure 6. Relation between the strategies assessed after the event.....	173
Figure 7: Hypotheses and results .....	200
Figure 8 The difference of the use of Sport between the Government and the society .....	203

## **List of Appendices**

Appendix one: Questionnaire Foreign investment impact on the French sports body: the case of Qatar

Appendix two: Questionnaire The impact of the Handball World Championship on the residents of the hosting country: the case of Qatar

## **La signification de l'étude**

De nos jours, le sport est très utilisé sur la scène internationale, mais comment est-il utilisé ? Quand on parle de la scène internationale, cela signifie globale, au niveau du globe, qui est directement liée à la relation internationale. Par conséquent, il est important de comprendre le lien entre le sport et la relation internationale. Allison L., & Monnington (2002) mentionnent dans leur article, le sport, le prestige et les relations internationales : que le sport moderne avait toujours une dimension internationale et était fondamentalement international. Même si certaines personnes espèrent que le sport reste loin de la politique, en fait, le sport a toujours été et restera une partie de la politique (Allison, 1993; Houlihan, 1994). De plus, le sport occupe une place importante dans l'image d'une nation, tout en améliorant le processus d'intégration de la jeune génération dans le monde (Allison, L., & Monnington, 2002). À travers l'histoire, le sport a été utilisé par les États comme un outil dans leurs relations étrangères, primaire, il a été utilisé à plusieurs fins. Par exemple, le sport était utilisé par les gouvernements pour se vendre, pour améliorer leur image et pour boycotter d'autres pays avec lesquels ils n'étaient pas d'accord (Allison, L., & Monnington, 2002). L'utilisation du sport pour boycotter appelait une stratégie à faible coût, cette stratégie a pour but de partager une opinion gouvernementale avec d'autres pays. Principalement ce que nous entendons par l'utilisation du sport, c'est principalement l'utilisation de grands événements sportifs, ou méga sport events, dans le cas de l'Australie quand le pays a accueilli les Jeux Olympiques. Cet événement a montré l'Australie dans le monde entier, comme étant unie et dont les résidents ressentent la fierté (Allison, L., & Monnington, 2002). En outre, le succès affecterait le tourisme et l'investissement ... En conséquence, l'organisation d'événements sportifs a amélioré l'image de l'État australien.

Les sports sont considérés comme l'une des activités de loisir les plus importantes qui affectent de manière unique la vie quotidienne de milliards de personnes (Markovits & Rensmann, 2010). Les cultures sportives ont été caractérisées par d'énormes changements. Ainsi, en analysant ces changements, nous trouvons des processus complexes qui impliquent des transformations globales dues à de nombreux facteurs (locaux et nationaux). Au XIXe siècle, les cultures sportives ont d'abord été façonnées par de nombreux récits et modèles culturels différents. Les affiliations nationales et locales transcendées ont également joué un rôle important dans la formation des cultures sportives. À la suite de la première vague de mondialisation, le national et le local ont continué d'être des forces résilientes. De plus, des changements substantiels ont impliqué le sport à travers le processus de la seconde mondialisation. Le désir des consommateurs de sport de regarder et de suivre le meilleur des meilleurs (Markovits et Rensmann, 2010).

Pour en revenir à la relativité entre le sport et la relation internationale, il est important de mentionner que le Comité olympique international (CIO) compte 203 membres, alors que dans les Nations Unies (ONU) il y a 182 pays, d'où la valeur de l'utilisation du sport dans toute stratégie gouvernementale pour les relations internationales. Tout en organisant un événement sportif international, un pays peut attirer le nouveau public, rendre les résidents fiers, démontrer des idéologies et le nationalisme du gouvernement (Horne, 2006, Horne et Manzenreiter, 2006, S. Jackson, 2013). Comme nous pouvons le réaliser, le sport est principalement utilisé pour la diplomatie. Les gouvernements tirent profit de l'utilisation du sport comme outil pour générer des résultats internationaux, ce qui conduit à dire que le sport est utilisé comme un mécanisme de puissance douce (S. J. Jackson, 2013a). Par exemple Hayes, G. et Karamichas (2011) ont mentionné que l'importance des grands événements sportifs doit être utilisée par un

gouvernement pour mettre en valeur son système au niveau national et politique tout en affichant ses idéologies. Selon SJ Jackson (2013b), le terrain contesté de la diplomatie sportive dans un monde globalisé, le PDG de (The Nation Brand Index), M. Simon Anholt, décrit la situation en Afrique du Sud, en mentionnant que le pays essayait de vendre sa vision, en essayant de faire croire au reste du monde que le pays se transforme en devenant similaire à l'Europe occidentale. En dehors de tout investissement du gouvernement pour répandre cette image dans le monde entier, l'arrivée du football a montré une image totalement différente, les gens ont vu la pauvreté. Il a poursuivi sa discussion en disant que l'image de l'Afrique du Sud est devenue pire qu'en 2010 tout en prédisant que la situation se répètera au Brésil avec la FIFA et les Jeux Olympiques ....

Ce qui est évident que le sport est devenu international, le sport est important pour l'image des gouvernements. Le sport a été utilisé de différentes manières dans les relations extérieures des gouvernements, alors que leur objectif de la politique internationale est le pouvoir (Allison, L., & Monnington, 2002). Dans son livre Morgenthau (1960), la définition du pouvoir contrôle les pensées et les actions des autres hommes : « quand nous parlons de pouvoir, nous entendons le contrôle de l'homme sur les esprits et les actions des autres hommes », cette définition montre que le contrôle est le point clé pour générer de l'énergie. De plus, Morgenthau (1960) a ajouté que les bénéfices peuvent être interprétés comme du pouvoir, précisément « l'influence sur les esprits », ce qui permet de mieux comprendre comment les résidents réagissent aux décisions gouvernementales.

De plus, il est important de définir la signification de la puissance douce (soft power). Joseph S. Nye (2004), l'a défini comme «la capacité de façonner les préférences des autres sans menace ni paiement ». La capacité d'influencer les autres par l'attraction vise à obtenir une légitimité interne et externe. La volonté politique et la capacité économique à émerger des Etats pour proposer,

accueillir ou investir à l'étranger dans le sport, ajoute une autre dimension importante à leur autorité croissante dans les affaires mondiales et souligne la diversité des sources de leur pouvoir qui dépasse maintenant leur marché émergent statut (Taylor, 2009)

Par conséquent, le sport a été utilisé comme un outil par les gouvernements pour améliorer leur diplomatie, montrant que les gouvernements changent leur mission et leur vision, pour offrir aux résidents une vie meilleure. Pour une meilleure compréhension de l'utilisation du sport, il sera important de creuser dans l'histoire pour découvrir l'évolution du sport et comment les gouvernements de différents régimes et différentes idéologies ont utilisé le sport, principalement en organisant des événements sportifs, et qu'elles ont été les résultats générés à partir de ces événements. Le premier chapitre se concentrera sur l'évolution du sport, la création de règles et de fédérations dans les événements sportifs, ainsi que sur l'utilisation du sport par les gouvernements, en se concentrant principalement sur les différents régimes accueillant de grands événements sportifs.

De plus, un gouvernement utilisant le sport pour améliorer son image ne sera pas basé uniquement sur l'accueil d'événements sportifs internationaux, mais il ira plus loin en investissant dans le sport à l'étranger, dans différents pays, ce type d'investissement stimulera la volonté du gouvernement de changer l'image au niveau international et de maintenir un meilleur niveau de diplomatie. Quand un pays essaie d'utiliser le sport pour son propre développement, deux principaux développements peuvent être réalisés, un développement interne sur son territoire : le cas d'accueillir un événement sportif international, et un développement externe, le cas d'investir dans des clubs sportifs dans différents pays.

La forme externe de l'investissement est totalement différente de l'accueil d'événements sportifs internationaux, ce sont des investissements financiers dans le vrai sens du terme. Néanmoins, ces investissements sont intégrés dans la diplomatie sportive dans le sens où ils participent à renforcer l'image d'un pays, par conséquent, ils sont complémentaires au développement sportif interne (IRIRS, 2002).

Donc, la question principale est que les gouvernements utilisent encore le sport comme un outil pour améliorer leur image. Par conséquent, dans les chapitres suivants, je vais me concentrer sur les mots suivants : **Pouvoir, contrôle / influence, légitimité interne et externe.**

En d'autres termes, le but de ce travail est de vérifier si le sport est utilisé pour générer de la puissance, et si elle peut fournir un type de contrôle, tout en mettant en avance son utilisation dans le sport sur le plan interne et externe. Le point suivant sera centré sur les possibilités de comprendre et de mesurer au niveau interne et externe l'utilisation du sport pour générer des résultats tels que le contrôle et le pouvoir.

Ce qui est important de mentionner c'est le rôle du sport pour générer de pouvoir et le contrôle ou l'influence. Dans tous les cas l'utilisation du sport au niveau interne ou externe le résultat sera le même, ils se complètent mutuellement. Ces résultats générés au niveau international et national sont liés aux piliers économique, social, politique et environnemental. Quoi qu'il en soit, chaque résultat généré dépend du besoin du gouvernement. Les gouvernements établissent généralement un plan avec une mission et une vision, et pour atteindre leurs objectifs, différentes stratégies sont planifiées et appliquées en fonction de leurs objectifs. Par conséquent, le chapitre deux mettra l'accent sur les avantages générés par l'utilisation du sport sur les quatre piliers, afin de nous permettre de mieux comprendre l'utilisation du sport et ce que les chercheurs ont pu

trouver comme résultats. Ce travail se concentrera davantage sur l'impact politique et social tout en reflétant les autres avantages générés.

De plus, il est important de mentionner que les résultats générés au niveau interne et externe sont complémentaires et qu'ils contribuent à stimuler la volonté du gouvernement.

Principalement, chaque gouvernement crée une mission et une vision planifiée pour les années à venir et établit des stratégies différentes pour atteindre les objectifs. Ce travail permettra d'évaluer l'utilisation du sport au niveau international et national par le Qatar, tout en comprenant et en mesurant les résultats générés. En outre, les résultats permettront de clarifier si l'utilisation du sport génère le pouvoir.

Ce travail est basé sur deux méthodes différentes ; ces méthodes aideront à mesurer et à comprendre comment un pays utilise le sport pour son développement et son amélioration. Lorsqu'un pays réussit à accueillir un événement sportif international, plusieurs impacts sont générés. Par conséquent, l'un des principaux sujets est de mesurer l'impact généré par l'accueil d'événements sportifs internationaux, et comment cet impact peut être utilisé en faveur des objectifs du gouvernement. En plus d'accueillir des événements sportifs internationaux, le sport est utilisé différemment comme moyen de reconnaissance ; par conséquent, la deuxième partie de ce travail tentera de comprendre pourquoi ce pays investit dans le sport à l'étranger, dans d'autres pays et quels sont les avantages générés par cet investissement. Il est important de comprendre si ce type d'investissement génère un impact positif pour le pays investissant et le pays hôte de cet investissement, ou s'il s'agit d'un avantage à sens unique. Ce travail se concentrera sur la décision prise par un gouvernement d'investir dans l'autre gouvernement. Cet

investissement entre ces gouvernements à plusieurs impacts sur différents piliers, quels sont les impacts associés à ces investissements dans les deux pays.

Dans le monde arabe, il y a une zone connue par le golf, cette zone est formée dans la plupart des petits pays, ces pays ont formé ce que l'on appelle le GCC (Conseil de coopération pour les États arabes du Golfe), comme on avait mentionné, cette zone est formée d'un groupe d'États qui ont des ressources financières massives. Ces États sont riches en argent, et en même temps, ces États réclament de grands événements sportifs mondiaux, et ils sont prêts à dépenser beaucoup d'argent pour les accueillir. En effet, ces gouvernements finissent par payer pour ces événements. Beaucoup d'entre eux sont géographiquement petits, avec des villes en développement et des infrastructures physiques. Pourtant, ces pays ont activement accueilli et invité des équipes et des institutions sportives internationales non seulement à organiser des méga manifestations sportives sur leur territoire, mais aussi à les utiliser via le développement des infrastructures, la régénération urbaine et leur rayonnement international. De nombreux gouvernements utilisent des événements internationaux pour y exposer des images nationales vues par des publics étrangers (Manheim, J.B. & Albritton, 1983). Par conséquent, la ville hôte peut projeter une image optimiste pour le reste du monde. Dans une autre région du monde, des pays similaires ont utilisé le sport pour le même besoin. Hong Kong s'est efforcé d'être une destination attrayante pour les affaires et les visiteurs en accueillant les Jeux d'Asie de l'Est en 2009 (Michael YU, 2004).

Pour une meilleure compréhension des stratégies de développement, la littérature sur le développement reconnaît largement les liens nécessaires entre la stratégie politique et la planification à long terme et le changement social. Le développement n'est pas seulement lié à la croissance financière ou monétaire, mais aussi à des indicateurs tels que les taux de

connaissance, la santé globale et d'autres dimensions du bien-être. Ce travail se concentrera sur le cas de l'État du Qatar et sur son utilisation du sport. Le modèle de développement de l'État du Qatar indique que le développement ne se concentre pas uniquement sur la croissance économique ; Il est exact de soutenir que la croissance globale du pays a été principalement la conséquence des exportations massives d'hydrocarbures du pays. Au fil du temps, cependant, le gouvernement du Qatar a utilisé les revenus financiers pour stimuler le changement dans les relations sociales, la culture, la représentation politique, l'identité nationale et les liens avec le monde via sa politique étrangère active, entre autres. De plus, ce pouvoir financier est utilisé par le gouvernement pour générer une image moderne et un statut international sur les cartes mondiales (IRIRS, 2002). En outre, le Qatar recherche une politique étrangère équilibrée, le pays a renforcé ses relations avec les États-Unis d'Amérique, en accueillant le sous-sol militaire américain (IRIRS, 2002). La situation financière offre au pays la possibilité d'assurer les affaires avec tous les pays et de créer une bonne relation diplomatique avec tous les pays. Par conséquent, pourquoi, à côté de ses capacités, le pays choisit-il d'investir dans le sport ? Quel est le but de l'organisation de tels événements internationaux ? Quel est le but de l'investissement dans un corps sportif étranger ? Et que bénéficierait le Qatar ?

De plus, l'Etat du Qatar a investi dans le corps sportif français, après avoir racheté l'équipe parisienne de football (Paris Saint-Germain), pourquoi le Qatar a-t-il décidé d'investir en France ? Plus précisément dans le football, est-ce pour développer une meilleure reconnaissance sur la scène internationale ? L'investissement au Qatar est-il lié à promouvoir l'image du pays ? Cet investissement est-il lié à des avantages économiques ? De plus, quels sont les bénéfices que la France tire de cet investissement ? Cet investissement affecte-t-il négativement l'image de la France, de Paris ? Cet investissement affecte-t-il positivement la société française ? Est-ce que le

Qatar devrait continuer à investir dans le football français ou dans un autre secteur lié au sport ?

Toutes ces questions seront évaluées plus ultérieurement dans ce travail.

Plusieurs résultats peuvent être obtenus. Ce travail se concentrera donc d'un côté sur l'impact généré par l'investissement réalisé entre le Qatar et la France, et qui sera lié à l'investissement extérieur du Qatar dans le sport. Au-delà de l'investissement externe, ce travail se concentrera sur l'impact généré en interne sur les résidents, à travers l'organisation d'événements sportifs internationaux. Allison, L., & Monnington, (2002), ont mentionné que le sport est important dans le processus de socialisation des jeunes dans la société mondiale. Par conséquent, le travail lié à l'évaluation des résidents du Qatar se concentrera sur la jeune génération résidant au Qatar.

En conséquence, cette approche tente de découvrir le lien entre l'utilisation du sport sur le plan interne et externe, et si ces investissements sont liés au développement du pays, et de générer de l'énergie.

Ce travail vise à mieux comprendre pourquoi le Qatar, riche financièrement, poursuit activement l'organisation d'événements sportifs internationaux ; et pourquoi il investit dans des organismes sportifs étrangers. Si la sagesse conventionnelle derrière l'accueil de tels événements est d'augmenter le tourisme ou de gagner plus d'argent, ces états dépensent plus sur les événements qu'ils ne génèrent. En outre, si l'objectif est également basé sur la sagesse conventionnelle que l'organisation de tels événements sportifs internationaux pourrait susciter un intérêt politique mondial, l'État du Golfe a déjà des liens mondiaux importants, notamment pour aider le développement économique et social des pays arabes environnants.

Pour avoir une meilleure compréhension de la relation entre le sport et la scène internationale, il était important de définir ce qu'est la scène internationale. Comme il est mentionné ci-dessus, la

scène internationale signifie la relation internationale, ce qui conduit à la relation entre les pays. Les chercheurs ont mentionné que la relation internationale signifie générer de la puissance, cette puissance peut être générée de deux manières différentes, soit en puissance dure ou en puissance douce. Dans le cas du sport, c'est plus générateur de puissance douce.

Par conséquent, la première étape consistait à définir ce qu'est le pouvoir et la puissance douce. En conséquence, les éléments suivants ont été reconnus : Pouvoir, contrôle / influence, légitimité interne et externe.

Sur la base des résultats générés à partir de ces définitions, il était important de comprendre le développement du sport et comment le sport a été utilisé par d'autres pays à travers l'histoire. Par conséquent, le premier chapitre porte sur le développement du sport. Et la façon dont les gouvernements de différents régimes ont profité du sport.

De plus, le travail s'est concentré sur l'impact associé à l'utilisation du sport. Selon les chercheurs, ces impacts varient entre l'impact économique, politique, social et environnemental (Pieterse, 1994, Robertson, R. et White, 2007). Ainsi, le chapitre trois se concentre sur l'impact généré par l'utilisation du sport.

Ce travail se concentre sur l'impact généré sur le plan social et politique, ces deux piliers étant plus développés pour fournir de meilleures connaissances. Après avoir compris comment le sport s'est développé dans l'histoire et comment les pays ont utilisé le sport dans leur développement international ou national, tout en réalisant l'effet de ces événements sur les résidents et la population, tout en comprenant comment les gouvernements ont profité de ces événements. Ce travail s'est concentré sur le cas du Qatar, ce pays qui s'est récemment impliqué davantage dans l'utilisation du sport de différentes manières.

Comme il était très vu, ce sport peut générer des résultats à l'interne et à l'externe, ce pays a eu plusieurs investissements dans le sport sur l'international, comme des événements sportifs internationaux accueillants. Par conséquent, deux méthodologies différentes ont été définies pour l'utilisation du sport, la première est d'investir dans le sport dans un pays étranger, et la seconde l'accueil des événements sportifs internationaux, dans les deux approches c'est le cas du Qatar.

Le Qatar essaie de se promouvoir localement et internationalement. Par conséquent, le Qatar a investi dans l'équipe parisienne de football Paris Saint-Germain. Par conséquent, deux lignes différentes apparaissent, la première, l'impact de l'investissement dans le sport à l'international, et la seconde, l'impact de permettre cet investissement sur la France. Dans leur étude, García et Amara (2013) se sont concentrés sur les perceptions de l'investissement arabe dans les clubs de football européens : le cas de Malaga et du Paris Saint-Germain. Sur cette base, le troisième chapitre se concentre sur la compréhension des bénéfices que la France tire de l'investissement du Qatar dans l'organisation sportive française. Cet investissement est-il une situation gagnant-gagnant pour les deux pays ?

En outre, cet investissement a promu le Qatar sur la scène internationale, et a aidé à obtenir le pouvoir politique, d'autre part, la France a obtenu des avantages économiques, en améliorant l'image de la ville (Paris), au moins offrant un meilleur positionnement entre les villes bien connues, et il a indirectement amélioré la société en donnant la possibilité à la jeune génération de se concentrer sur la pratique du sport.

En plus, les chercheurs se sont concentrés dans leurs études sur l'évaluation de l'impact de l'accueil d'événements sportifs internationaux ; par conséquent, après avoir couvert la revue de la littérature, ce travail s'est également concentré sur l'évaluation de l'impact socio psychologique

associé à l'organisation d'événements sportifs internationaux, précisément le championnat du monde d'handball 2015 qui a eu lieu au Qatar. Puisque le pays essaie de s'améliorer, il est important d'étudier l'impact associé à l'un des événements sportifs que le Qatar accueille sur la société, plus précisément, en se concentrant sur la nouvelle génération de ses résidents. Par conséquent, l'étude s'est concentrée sur l'évaluation de l'impact socio-psychologique généré par les étudiants de l'Université du Qatar. En conséquence, deux hypothèses principales liées à l'utilisation interne du sport pour générer des résultats, et à l'utilisation externe du sport pour générer des résultats, ces hypothèses sont simplifiées par :

**Hyp1: L'investissement étranger dans le sport est une situation gagnant-gagnant pour les deux pays**

**Hyp2: Accueillir un événement sportif international génère un impact social positif**

L'impact de l'investissement étranger sur l'organisme sportif français : le cas du Qatar

L'une des conséquences les plus visibles de la libéralisation et de la commercialisation récentes du sport européen est la croissance des investissements étrangers sur le marché européen du sport. Plusieurs clubs professionnels français ont été pris en charge par des investissements étrangers ; l'un de ces clubs était le PSG qui a été pris par le Qatar. La discussion est séparée en deux parties principales. Après s'être appuyée sur le cadre théorique discuté au chapitre deux, la mondialisation et le soft power, une autre partie explique la relation entre la France et le Qatar. La deuxième discussion sur les thèmes a émergé des enquêteurs sur les pays investissant à l'étranger dans le sport. Troisième partie explorant les bénéfices que la France et le Qatar ont tirés de cet investissement. Cette étude vise à clarifier, si cet investissement est perçu comme une opportunité de développer la société ? A-t-il amélioré la diplomatie entre les pays ? En

conclusion, l'investissement étranger dans le sport est une situation gagnant-gagnant pour les deux pays à différents niveaux ; il ne fait aucun doute qu'il y a un impact économique généré, il est temps pour les fédérations ou toute autre institution sportive d'utiliser ce modèle comme outil de développement.

Le Qatar a besoin d'améliorer sa diplomatie, et son image, pour maintenir un bon positionnement dans le monde, tout en devenant bien connu sur la scène internationale. De l'autre côté, la situation économique à laquelle la France est confrontée, est devenue une opportunité pour le Qatar de profiter en remplissant son besoin par l'investissement, et en améliorant indirectement la société. Par conséquent, les hypothèses seront les suivantes :

**Hypothèse 1: L'investissement étranger dans le sport peut générer un impact positif dans le développement du sport en France et est perçu comme tel.**

**Hypothèse 2: L'investissement étranger dans les sports français a amélioré l'image du Qatar en France**

**Hypothèse 3: L'investissement étranger dans les sports français a amélioré l'image de la France au Qatar**

**Hypothèse 4: Les liens diplomatiques entre les deux pays ont été influencés par les importants investissements du Qatar dans les sports français.**

Pour fournir un contexte à cette étude, plusieurs tests basés sur des revues de la littérature dans le domaine ont été réalisés, les suivants décriront les données collectées et la stratégie d'analyse. Cette étude a utilisé une analyse qualitative pour comprendre comment cet investissement, qui a été fait par le Qatar est perçu au sein du corps sportif français, le résultat aidera à comprendre la

situation actuelle et aidera à éclaircir les stratégies qui devraient être utilisées et mises en œuvre dans le futur sport développement.

Basé sur la définition donnée par Joseph S. Nye (2004), ce soft power est défini comme «la capacité de façonner les préférences des autres sans menace ni paiement ». La capacité d'influencer les autres par l'attraction vise à obtenir une légitimité interne et externe. L'approche qualitative adoptée dans cette étude facilite l'étude du contexte de l'utilisation du sport pour différentes perspectives internes et externes. Cela permettra de comprendre si cet investissement a un impact positif sur le corps sportif français ainsi que sur la France et le Qatar en tant que pays. Pour une meilleure compréhension des entretiens approfondis avec différents profils ont été réalisés, ces profils travaillent dans l'organisme sportif français. La sélection des enquêteurs a été basée sur leur implication dans le corps sportif français et leurs expériences dans le domaine du sport. Le profil des enquêteurs variait d'un contexte politique, les employeurs de l'offre pour Paris 2024, planificateur d'événements sportifs internationaux, à responsable d'une fédération sportive française.

L'effort de recherche principal consiste à analyser les discussions avec ces professionnels. Une telle liste a été particulièrement utile pour mesurer les impressions personnelles des répondants sur cet investissement. Les questions ont porté sur un large éventail de sujets liés à cet événement, mais l'accent a toutefois été mis sur l'impact de cet investissement sur les résidents français, la situation économique, la diplomatie du pays et les bénéfices perçus par le Qatar. Toutes les interviews ont été enregistrées et transcrites.

Toutes les réponses étaient basées sur les connaissances des enquêteurs données à travers leur expérience de leur environnement de travail. Les Questions ont été composées de plusieurs

parties, elles ont commencé par des questions générales, se dirigeant vers des questions spécifiques. Par conséquent, les questions posées portaient sur les bénéfices générés par l'utilisation du sport, sur les plans social, économique et politique, puis sur l'impact de l'investissement étranger dans l'organisation sportive française. Après avoir ciblé le corps sportif français, les questions sont devenues plus précises sur le cas du PSG et du Qatar, si cet investissement, améliorerait l'image des deux pays, augmentait le nombre de supporters, augmentait la fierté des résidents. La dernière partie de l'interview était liée au fait que si les enquêteurs voyaient dans un tel investissement un bon modèle qui devrait être diffusé auprès d'autres fédérations ou clubs, je privilégie l'amélioration.

Cette étude a examiné l'impact de l'investissement étranger sur l'organisme sportif français : le cas du Qatar. Le but de cette étude est de comprendre si un tel investissement a un impact positif sur l'organisme sportif français, et s'il a un impact positif sur le Qatar. Une analyse qualitative a été utilisée dans cette étude. Le groupe cible (enquêteurs) a été choisi en fonction de ses connaissances et de son expérience dans le domaine du sport en France, en tenant compte de ses antécédents au niveau national et international. Le résultat de cette étude a confirmé globalement que l'investissement étranger dans le corps sportif français génère un impact positif, et il est considéré comme une situation gagnant-gagnant pour les deux pays. Sur la base de l'analyse des enquêteurs, cet investissement peut devenir un modèle applicable par différents secteurs. Ce modèle a généré un impact positif à travers les différents piliers ciblés dans cette étude. Un impact politique positif généré pour les deux pays, ainsi qu'un impact social positif. Il en va de même pour l'impact économique, alors que la plupart des intervieweurs s'accordent à dire que la France, plus précisément la région parisienne, a bénéficié d'un impact économique positif. Le résultat indique que l'utilisation du sport comme outil d'investissement étranger a généré des

bénéfices au sein de la société française, plus précisément parisienne. D'un autre côté, il a renforcé la relation entre les deux pays sur le plan politique et généré des revenus économiques positifs pour l'équipe.

Bien que cette étude illustre les avantages générés par cet investissement étranger, certaines limites doivent être évaluées dans le cadre d'autres études. Les résultats générés ont eu une perspective professionnelle, et cela ne signifie pas que les résidents du pays partagent les mêmes pensées, par conséquent des études supplémentaires devraient se concentrer sur différentes catégories de la population travaillant dans l'organisme sportif français.

Le nombre insuffisant d'intervieweurs, n'a pas aidé à fournir un large éventail d'opinions liées au sujet. Par conséquent, une autre étude devrait avoir lieu en essayant de recueillir plus de données et de générer un plus large éventail d'intervieweurs. Ainsi, cela aidera à avoir une meilleure compréhension de cet investissement.

En outre, Paris Saint Germain, a ajouté un nouveau joueur célèbre à sa liste de joueurs. Neymar junior bien connu dans le monde entier, sera le nouveau David Beckham, une nouvelle stratégie mise en œuvre par l'équipe pour se promouvoir et générer plus de revenus, soit de visibilité, soit financièrement. L'effet Beckham a développé le football aux Etats-Unis. À cette époque, le nombre de maillots de vente a augmenté, et le nombre de participants a augmenté. Sur cette base, une nouvelle étude devrait se concentrer sur l'impact généré après l'arrivée de Neymar dans l'équipe, et son impact sur la France et le Qatar, cette étude peut se concentrer sur l'impact sur les deux communautés, et la visibilité de l'équipe dans le monde entier.

En d'autres termes, cet effet va-t-il changer l'image stéréotypée du Qatar en France, va-t-il améliorer et renforcer le corps sportif français pour devenir plus professionnel et plus ouvert à

l'international. En outre, une étude plus approfondie devrait se concentrer sur la compréhension des changements qui se produisent dans la société française à travers le sport, par conséquent, d'autres études devraient se concentrer sur la population vivant en France.

La deuxième partie de l'étude se concentre sur l'influence de l'organisation d'un événement sportif international sur la jeune génération, précisément le Championnat du monde d'handball masculin qui est un événement régulier organisé par la Fédération Internationale de Handball. Le championnat du monde d'handball étant une échelle perçue plus petite que la coupe du monde de la FIFA et les jeux d'été ou d'hiver. Quelle que soit sa taille, il est reconnu internationalement comme une composante importante du tourisme sportif (Ntloko et Swart, 2008).

Différents types d'impact sont générés par la communauté accueillant des événements sportifs (Fredline, 2004, Ritchie, 1984); ces impacts sont définis par Gramling et Freudenburg (2010) comme physiques, culturels, sociaux, politiques, économiques et psychologiques, qui pourraient être étudiés avant, pendant ou après l'événement. Selon la définition de Ritchie (1984), un méga-événement sportif est un événement majeur de durée limitée, développé pour renforcer la notoriété et mettre en valeur une destination touristique. En plus de ce qui précède, les chercheurs ont convenu que ce qui transforme un événement en méga événement est essentiellement sa taille (Müller, 2015). Le volume d'un méga-événement devrait dépasser un million de visiteurs et sa réputation devrait être celle d'un événement à ne pas manquer (Marris, 1987). En revanche, un événement de tourisme sportif qui ne répond pas aux critères ci-dessus pourrait plutôt être considéré comme un événement de petite, moyenne ou grande envergure. Les chercheurs qui ont étudié le Championnat du monde d'handball masculin ont conclu que le championnat ne peut être considéré comme un méga-événement, mais plutôt comme un événement sportif majeur ou moyen (Pranić, Petrić, & Cetinić, 2012).

Avec le passage de la Fédération Internationale de Handball à la mondialisation et la possibilité de promouvoir le football dans une nouvelle partie du monde, le Qatar accueillait pour la première fois le championnat du monde d'handball masculin 2015 et pouvait être le premier pays non européen à gagner une médaille (Fédération Internationale de Handball, 2015). Alors que la majorité des études se concentrent sur l'impact économique des événements sportifs (Coates et Humphreys, 2003, V. a Matheson & Baade, 2006), l'impact de l'organisation d'événements sportifs va plus loin vers des avantages sociaux tels que le revenu psychique et la qualité de vie. En plus de façonner l'image du pays (Churchman, 2005, Crompton, 2004, Fredline et Faulkner, 2000, Groothuis, Johnson et Whitehead, 2004, Jones, 2001, Wood, 2005).

Quand il s'agit d'événements, les gens réagissent différemment ; certains développent la fierté locale, d'autres ressentent un sentiment d'appartenance, ou célèbrent leur individualité, et par conséquent le soutien fourni par la communauté locale est important pour le succès de l'événement (Crompton, 2004).

L'objectif de cette étude était d'examiner les caractéristiques non économiques associées à l'organisation d'un événement sportif international au Qatar, en évaluant spécifiquement l'impact du Championnat du monde de handball sur la jeune génération d'un pays en développement (Investopedia, 2016) comme le Qatar. Un questionnaire basé sur une étude similaire de Kim & Walker (2012) a été développé pour nous aider à évaluer l'impact socio-psychologique de l'organisation de cet événement. Les cinq facteurs suivants ont été évalués : la fierté de la collectivité en raison d'une image améliorée, le renforcement de l'attachement communautaire, l'excitation de l'événement, l'enthousiasme de la communauté et la fierté des efforts visant à améliorer l'infrastructure communautaire.

**Hypothèse 1: L'accueil du Championnat du Monde de Handball a un impact positif sur la jeune génération résidant au Qatar.**

**Hypothèse 2: Accueillir le Championnat du Monde de Handball pour la première fois a généré un impact plus positif au sein des jeunes Qataris par rapport à d'autres de différentes nationalités.**

**Hypothèse 3: L'organisation du Championnat du monde de handball confirme la mission et la vision du Qatar.**

Le modèle de mesure hypothétique est formé de 5 facteurs pour évaluer l'événement après qu'il a eu lieu. Chaque facteur contenant de nombreuses variables observées (items). Au total, le nombre de variables était de 30. Pour déterminer la relation causale entre les variables latentes et observées Structural Equation Modeling (SEM) a été utilisé. Pour valider le modèle de mesure des cinq construits impliqués dans la recherche, l'analyse factorielle confirmatoire (AFC) a été réalisée en utilisant le logiciel LISREL 8.72.

Pour estimer les paramètres, la méthode de Maximum Likelihood (ML) a été utilisée. Nous avons calculé le chi-carré ( $\chi^2$ ) qui montre le degré de désaccord du modèle. Kline (2005) a fait valoir que le khi carré est sensible à la taille de l'échantillon (rejette le plus souvent le modèle pour les échantillons de grande taille). Selon Kenny et McCoach (2003), ce test manque de puissance pour les petits échantillons.

Ces résultats nous montrent que l'organisation d'un événement sportif international s'inscrit directement dans la vision du pays dans le développement de la société, ainsi que dans la jeune génération, qui sera leader dans les années à venir pour soutenir la décision du gouvernement d'accueillir un événement sportif international. Ils ont convenu qu'accueillir des événements

internationaux a aidé à développer l'infrastructure et les services publics, ce qui correspond à la préparation de la Coupe du monde de football 2022. Enfin, l'analyse descriptive de Kim et Walker (2012) révèle que des événements de plus petite envergure peuvent créer un impact social. Communauté d'hébergement. Par conséquent, cette étude tend à fournir un grand soutien à l'enthousiasme communautaire généré par l'organisation du Championnat du monde d'handball. Malgré la limitation de l'étude, l'accueil du Championnat du Monde de Handball sur cette jeune génération a eu un impact positif. Le Qatar prévoit d'accueillir plus d'événements sportifs internationaux ; par conséquent, des études similaires devraient être menées pour mesurer les variations de l'impact sur les résidents. Ces variations nous permettront de mieux comprendre si l'organisation de la Mega Event World Cup en 2022 aura un impact positif sur les habitants du Qatar.

## **Conclusion:**

Malgré toutes les stratégies que les gouvernements mettent en œuvre pour utiliser le sport comme un outil, les gouvernements ont leur propre régime, leur philosophie, leurs plans, leurs idées et leurs objectifs pour utiliser le sport comme un outil pour diffuser ses idées. Par conséquent, l'hébergement ou l'investissement dans le sport génère un impact positif sur la population, tant à l'interne qu'à l'externe, cet impact positif est simplifié par la fierté précisément la fierté des résidents. Indirectement, les résidents relient cette sensation de bonheur produite par l'événement au fait que, cela a été fait à cause du gouvernement, c'est le gouvernement qui leur fournit cette opportunité de bonheur. Ainsi, les résidents approuvent et adaptent les approches gouvernementales, ce qui génère du pouvoir pour le gouvernement. Ce qui est important de réaliser qu'à travers l'histoire, ce pouvoir généré a toujours dominé le gouvernement. Au lieu de cela, ce pouvoir généré pourrait être utilisé comme un outil pour générer la paix. De nos jours, on voit très bien que le sport est utilisé pour le développement, chaque fois que nous discutons d'améliorer les infrastructures, de générer des revenus économiques, de fournir à la société de meilleures installations. Mais qu'y a-t-il derrière cette approche de l'utilisation du sport ? Est-elle pour la génération de la paix ?

En fait, dans cette approche, le gouvernement cible le socio psycho des résidents pour générer des résultats, ces résultats influencent leurs décisions. Comme il a été mentionné par (Alrashid, 2017), la création de programmes utilisant le sport peut générer de la paix. Une petite organisation ou des organismes caritatifs créent un petit événement sportif. Ces événements sportifs génèrent presque les mêmes résultats des résidents, mais ces résultats ciblent directement la société, tout en leur donnant plus de sentiment d'appartenance que de regarder ou de participer à un événement sportif. Ce type de résultats n'est pas seulement utilisé pour procurer aux

résidents le plaisir, le plaisir et le sentiment de partager avec les autres. Au lieu de cela, ils aident directement à réduire les autres problèmes auxquels la société est confrontée. Ces événements vont du soutien aux problèmes de santé, au problème d'appartenance, à l'intégration des réfugiés ... En conséquence, ces événements contribuent à promouvoir la paix interne. Développer des événements similaires aux mêmes fins. Ces organisations n'ont pas une philosophie de prise de pouvoir, ou de générer des revenus pour eux-mêmes, au lieu de cela le but de leur existence est de fournir une aide et un soutien à la société. Les résultats de ces événements rendent les résidents fiers de leur contribution.

L'idée derrière cette approche, même si les gouvernements veulent accueillir de grands événements sportifs pour améliorer leur image et leur existence sur la scène internationale. Quelle que soit l'approche du gouvernement de l'utilisation de méga-événement sportif, il devrait ajouter à son ordre du jour ces petits événements liés directement aux besoins de la société, ces événements utilisant le sport pour générer des résultats liés aux besoins des résidents. Ces petits événements peuvent influencer le gouvernement et réduire l'écart avec la société (les résidents), et cela pourrait aider à pousser ou à changer l'ordre du jour du gouvernement en ciblant les besoins de la société. Par conséquent, il sera important de comprendre si les gouvernements en général se soucient de la population, entendent-ils les besoins des populations, essaient-ils de résoudre leurs problèmes, ou la seule importance est de continuer à gagner du pouvoir tout en utilisant les résidents comme péage en les dirigeant comme ils le veulent. En utilisant ce nouveau type d'événements sera hautement considéré internationalement précisément avec les sociaux médias, qui jouent un rôle au niveau de communication même de partage. Pour cela, ce genre d'évènements devient comme une opportunité de développement, donnant au gouvernement plus de respect par différents résidents de différents pays, en outre, les gouvernements peuvent

essayer d'ouvrir à l'international tout en essayant de mettre en œuvre ce type d'événements au moins au sein de sa communauté vivant à l'étranger, et d'améliorer leur appartenance au pays dans lequel ils ont décidé de vivre.