

# *The Interaction Between Sports Events and Local Tourism*

## *– A Case Study of the 2022 Qatar World Cup*

Jiazheng Dong<sup>1,a,\*</sup>

<sup>1</sup>*Business, Economics and Laws, The University of Queensland, St Lucia, Australia*

*a. jiazheng.dong@uqconnect.edu.au*

*\*corresponding author*

**Abstract:** The close relationship between major sporting events and tourism has become an essential driver of the global economy and culture. The mutually reinforcing relationship between sports events and tourism has been highlighted over the past few decades, with many countries actively bidding for sporting events to demonstrate their national power and receive investment to upgrade tourism and infrastructure. Major sporting events not only attract international and domestic tourists and raise the profile of the venue, but also contribute to the development and upgrading of infrastructure, bringing a short-term influx of tourists to the local tourism and service industries, as well as contributing to the future development of the tourism industry. Tourism also plays a vital role in bidding for and hosting events, and the development of tourism supports the better running of events, while a well-developed tourism industry also increases the number of spectators for sporting events. Using the 2022 World Cup in Qatar as a case study, this paper discusses explicitly the relationship between sporting events and local tourism and goes on to explore the mutually beneficial relationship between the two.

**Keywords:** sports events, tourism, Qatar World Cup

### **1. Introduction**

The interaction between sporting events and tourism is close and mutually reinforcing. Major sports events, although short-term events have a long-term impact on the cities where they are held. As an essential part of sports and entertainment, sporting events attract the attention of a global audience. This attention not only brings economic benefits to the event itself but also has a positive impact on the tourism industry of the host destination. Sporting events bring exposure to destinations, increasing their visibility and appeal through media coverage and social media communication. Tourists come in pursuit of the passion of sport, bringing economic development to local service industries such as hotels, catering and transport.

The degree of tourism development is a prerequisite for organising sports events on the one hand, and tourism, on the other hand, provides spectators and participants for sports events, enhancing their international impact. Therefore, in order to achieve a win-win situation, organisers need to balance the needs of the event and the tourism industry and consider sustainability. The interactive

relationship between sports events and tourism is a mutually reinforcing and co-developing model of cooperation that energises the economic and cultural prosperity of the host venue.

## **2. The Interaction Between Sports Events and Tourism**

The relationship between sporting events and tourism is a dynamic symbiosis. The organisation of sports events can contribute significantly to the tourism industry of a destination, while the local tourism industry plays a crucial role in the success and sustainability of sports events. Events and destination image can interact to influence the sports tourism behaviour of sports fans or tourists [1].

It is well known that cities and countries compete fiercely for the right to host the Olympic Games or the World Cup of football. Hosting a major sporting event has a range of benefits for both the country and the host city, including urban regeneration legacy benefits, sports legacy benefits, tourism and socio-cultural benefits (sports tourism destinations). On the one hand, hosting a significant event can provide leverage for local tourism and the economy. Event leverage is defined as the potential development opportunities that the use of a major sporting event can bring to a number of areas, including the economy, tourism, socio-cultural, environment, sport and health. From the decision to bid for an event and throughout the preparatory process, the host country of a significant event can leverage the event to achieve long-term goals [2]. On the other hand, the development of tourism in a destination also dramatically influences the ease of bidding for a sporting event. Global sporting events are held in countries and regions that are more developed in terms of tourism and economy.

### **2.1. The Impact of Sports Events on Local Tourism**

#### **2.1.1. Raise Local Awareness and Profile**

The organisation of sporting events helps to create a positive image of the city and increase the perception of the region. At the same time, major events generate global media attention for the host city. This broad media exposure attracts more tourists who come to the city or have the purpose of watching the event. Therefore, the hosting of sporting events can undoubtedly boost tourism and increase tourists' perceptions and goodwill towards the city. Such a positive impact not only promotes serendipitous travel. Coming to watch and travel for particular purposes, such as sports fans, but also the brand image of the host city, which in turn leads to sustainable tourism development. Research has shown that people who are interested in sports media messages are more likely to travel to future tournaments; people who are interested in media messages from the host country are more likely to travel to previous tournaments [3]. In one study, using the European Football Championships held in France in 2016, the FIFA World Cup held in Russia in 2018, and the FIFA World Cup held in Qatar in 2022, it was found that after the World Cups in France and Russia, the host city was more likely to be able to travel to the tournament. Subjects, it was found that significant differences in fans' image of the destination arose after the World Cups in France and Russia. Thus, major sporting events can positively enhance destination image [4].

For example, the 2023 Women's World Cup in Australia and New Zealand not only attracted many sports fans but also drew global attention to Australia, directly or indirectly promoting a favourable image of the region. On the one hand, the hosting of FIFA reinforced Australia's notion as a sporting nation. During the tournament, the host city demonstrated its sporting influence, and other non-major cities also carried out sports and cultural festivals and other activities, such as Brisbane's fan festival in the famous local scenic spot of South Bank, where football fans and tourists watched the broadcast of the matches together. Thanks to FIFA, Australia exudes sporting glamour and urban vitality. In addition, Australia and New Zealand, as a relatively developed and mature tourism industry, there is no shortage of tourists who will be attracted to Australia because of FIFA. Sporting events are not

only a competitive activity but also a platform for cultural exchange and experience. This cultural and sporting exchange helps to deepen tourists' interest in the destination.

### **2.1.2. Attract Tourists and Increase Investment**

Sports event hosts can derive economic benefits from a number of sources, such as direct income from hosting the event, collateral financial income from tourists travelling to the event, indirect revenue from advertisements and sponsorships, and so on. Firstly, sports events usually arouse people's enthusiasm and interest, attracting the ensuing spectators to watch the event. These include sports fans and ordinary spectators from all over the world who travel to the host venue in order to protect the game. Secondly, the flow of tourists brought by a sporting event and the tourism expenditure during the event will directly increase the income of the local economy. Tourist spending on hotels, restaurants, shopping and tourist attractions boosts the local service and retail industries. At the same time, major sporting events attract many sponsorships and advertising campaigns from corporations and brands. During the events, brands showcase their products and services with the help of corporate advertising and sponsorship campaigns. These sponsorship and advertising campaigns not only increase the revenue of the event but also increase the exposure of the brand, which has a positive impact on increased investment and business development.

As a prime example, the 2016 Summer Olympic and Paralympic Games held in Rio de Janeiro, Brazil, gained huge global exposure and largely increased local economic revenues. The beautiful South American city attracted visitors from all over the world, including sports fans, athletes and mass spectator tourists, which had a huge positive impact on the local tourism industry. As of September 2021, according to statistics released by the Brazilian Olympic Committee, the Games have attracted approximately 500,000 international visitors to Rio de Janeiro to watch the Olympic events and participate in various recreational activities. The city of Rio de Janeiro has invested heavily in infrastructure improvements, including new and renovated stadiums, transport networks, hotels, and tourist facilities, to make the Games a success and to attract more visitors. These investments have not only provided quality venues and facilities for the event but also laid a solid foundation for the city's future destination tourism development.

### **2.1.3. Promote Tourism Infrastructure Development**

Leaving a tourism legacy is one of the motivations for countries to bid for major events, and such a tourism legacy can enhance the promotion of the local tourism industry, improve the local infrastructure, and raise the image of the area [5]. Hosting a major sporting event usually requires the host city to make major infrastructure developments and improvements in order to meet the requirements of the event and to welcome a large number of participants and spectators. These infrastructural improvements not only increase the ability to host events but also provide long-term benefits to the region's tourism industry. For the 2008 Beijing Olympics, the Chinese government modified a new batch of sports venues in the capital, including the Bird's Nest and the Water Cube. To this day, these venues have become one of Beijing's landmarks. Firstly, in order to meet the demand for events, host cities usually build new or improve existing stadiums, and these infrastructure upgrades can also be used to continue to attract tourists and organise other activities after the event. Second, in order to cope with the transport needs of a large number of tourists and participants during the event, the host city usually invests in transport and other infrastructure improvements, which may include new or improved transport facilities such as railways and airports. For example, Brisbane, Australia, has already begun construction of a metro in 2022 in anticipation of the 2032 Olympics, with some sections of the line already running on a trial basis. However, before that, Brisbane does not have a metro or light rail in its transport system. On the other hand, host cities

also invest in improving cultural facilities and tourist attractions to entice visitors to explore more of the local culture and tourism resources during and after the event.

The 2010 FIFA World Cup in South Africa is an example of a city that has done a very successful job of improving its infrastructure. South Africa was the first country in Africa to host the World Cup, and because it was less experienced and had inadequate infrastructure related to the tournament, it undertook large-scale infrastructure improvements, including tournament venues, transport, hotels, restaurants and tourism. Thanks to the infrastructure improvements, South Africa welcomed a large number of international tourists during the World Cup, bringing significant growth to the local economy and tourism. At the same time, these infrastructures have improved the ease of living for the local population and contributed to the future development of the local tourism industry.

## **2.2. The Impact of Local Tourism on Sports Events**

The state of tourism and the level of development of the destination hosting the event are critical to the organisation of sports events. The local tourism industry provides spectators and economic support for sporting events and contributes to their success. Local tourism and sporting events are mutually reinforcing. In order to enhance tourists' perception of the destination image, it is important to cater for the factors that tourists consider important. According to previous research, using the World Cup as the subject of the study, several important factors for sports fans planning to visit the host venue to watch a match are the cost of travelling to the destination, the ease of travelling to the country, the attractions and activities, and the climate.<sup>5</sup> Destination image and the development of the tourism industry, therefore, play a crucial role in the choice of the host and, at the same time, lay the groundwork for the revenues generated from the organisation of the event.

### **2.2.1. Promote the Tickets Sales**

As a sporting event that attracts a global audience, ticket sales are one of the key factors in the success and economic returns of the event. Local tourism promotion and publicity activities provide favourable conditions for events to attract more international and domestic tourists. On the one hand, tourism promotion allows the event to be recognised and generates interest from a wider audience, which in turn increases ticket sales. The local tourism industry provides a rich travel experience. Spectators buy tickets for sports events not only to watch the game but also want to get a variety of travel experiences during the event. The local tourism industry offers a wide range of tourism services and activities for spectators, such as guided tours, city tours, cultural experiences and shopping, etc., and these additional tourism experiences attract more tourists to buy tickets. Spectators are able to enjoy the charm of local tourism while competing, thus increasing their motivation to participate in the event. On the other hand, local tourism enhances spectator experience and satisfaction. The tourism industry provides high-quality services and support to spectators, such as providing spectator guides, transport directions, and guided tours, thus increasing spectators' satisfaction with the event. Spectators' satisfaction with sporting events will lead to a greater willingness to attend similar events in the future, driving continued growth in ticket sales.

Local tourism has a positive impact on sporting event ticket sales. By expanding the market of potential spectators, providing rich tourism experiences, offering convenient ticket sales channels and enhancing the spectator experience, the local tourism industry makes an important contribution to ticket sales for sporting events. The active participation of the tourism industry not only contributes to the success of the event but also brings sustainable development and economic returns to the local tourism industry.

### 2.2.2. Increase the Derivative Sales

Tourism plays an important role in promoting the sale of derivatives of sports events. Derivatives refer to souvenirs, commemorative merchandise or peripheral products related to sports events, such as commemorative T-shirts, fan goods, commemorative hats, posters and magnets. The sale of derivatives of sports events not only brings additional income to the sports events themselves but also promotes the prosperity and development of the local tourism industry.

Firstly, the promotion and publicity activities of the tourism industry attract a large number of tourists to come to watch and participate in the events, and a large proportion of tourists or sports fans will buy souvenirs and peripheral products related to the events. The promotional activities of the local tourism industry create favourable conditions for the sale of sports event derivatives and increase the potential market for the sale of derivatives. Second, the local tourism industry provides a rich and diverse selection of derivatives. In order to meet the needs of tourists, the local tourism industry usually sets up points of sale in event venues and tourist attractions to provide a wide variety of derivatives options. The tourism industry usually also cooperates with event organisers to launch customised derivatives, such as limited editions and commemorative models, thus increasing the attractiveness of derivatives sales. The travel industry usually sets up points of sale at tournament venues and major tourist attractions to provide on-site purchasing convenience. In addition, the travel industry also offers online purchasing services through online channels, such as online shops and mobile apps, to make it convenient for tourists to purchase derivatives while watching matches. The abundance of sales channels makes it easier for spectators to obtain their favourite derivatives, thus contributing to the growth of derivatives sales. Fourth, the local tourism industry enhances the audience's willingness to purchase derivatives. The tourism industry provides spectators with colourful tourism experiences and services, which increases their emotional identification with the event derivatives. Spectators felt the warmth and friendliness of the local community during the tournament, and the purchase of derivatives became a kind of emotional remembrance and support. The efforts and services of the local tourism industry make spectators more willing to buy derivatives, thus increasing the success rate of derivatives sales.

In summary, local tourism has a positive impact on the sale of derivatives of sports events. By expanding the potential market for derivatives, providing a rich and diverse selection of derivatives, offering convenient sales channels and increasing spectators' willingness to purchase, local tourism makes an important contribution to the growth of derivatives sales of sports events.

### 2.2.3. Increase Local Participation in Sports

As an important social and cultural activity, the success of sports events is closely related to the active participation of local communities. Local tourism has a positive impact on community participation in sports events in several ways.

Firstly, local tourism increases the accessibility of events. Tourism's promotional and ticket-selling strategies make sporting events more accessible. By setting up event ticket sales outlets in the community, offering discounted ticket prices and packages for specific groups, and providing multi-channel dissemination of event information, the tourism industry allows more local people to learn about events, obtain tickets, and have the opportunity to participate. Secondly, local tourism enriches the experience and activities of the event. In order to increase local people's participation, the tourism industry often works with event organisers to organise community events and celebrations related to the event. These activities may include public lectures, celebrations, football camps, autograph sessions, etc., which allow local residents to come into close contact with the athletes and the event, increasing their sense of participation and belonging. Thirdly, local tourism enhances the integration of the event with the community. The tourism industry usually needs the participation and support of

the local community in the preparation and execution of the event. By cooperating with the tourism industry, the organisers can strengthen interaction and communication with the community and seek residents' opinions and suggestions so that the event can be closer to the needs of the community. Such cooperation and integration make the event not only a sports event but also a part of the local community, which strengthens the community's sense of identity and willingness to participate in the event. Fourthly, the local tourism industry promotes the inheritance of sports culture. Tourism and event organisers work together to promote the heritage and development of sports culture. During the tournament, the tourism industry can launch sports and culture-themed travel itineraries and activities so that tourists and local residents can learn about the history and cultural heritage of sports. Such initiatives can help stimulate the enthusiasm and interest of local people in sports and promote the popularisation and development of sports. Tourism positively affects community participation in sports events through a number of aspects.

In summary, local tourism has a positive impact on community participation in sporting events. By increasing the accessibility of events, enriching the experience and activities of events, enhancing the integration of events with the community, and promoting the inheritance of sports culture, tourism enables more local people to participate in sports events and strengthens the sense of community identity and influence of events. The active participation of the tourism industry not only contributes to the success of the event itself but also has a positive impact on the cultural heritage and social development of the local community.

### **3. 2022 Qatar World Cup and its Impact on Local Tourism**

#### **3.1. Overview of 2022 Qatar World Cup**

The 2022 FIFA World Cup is a historic event to be hosted by Qatar from 21 November to 18 December 2022. It is the first time that a World Cup tournament has been held in the Middle East and is of great significance to Qatar and the region as a whole. To address Qatar's scorching summer heat, the World Cup was scheduled to take place in the winter, providing a unique experience for players and spectators alike. The matches were played in state-of-the-art stadiums across Qatar's cities, showcasing Qatar's ability to host a global sporting event of this magnitude. The World Cup attracted millions of fans from around the world and garnered significant media coverage, raising Qatar's international profile and boosting the country's tourism industry.

In fact, at the outset, visitor numbers and ticket revenues for the World Cup in Qatar did not meet expectations, with Qatar receiving more than 765,000 visitors in the first two weeks of the World Cup, which was lower than previously anticipated. As the tournament reached the quarterfinals, the Qatari government relaxed its entry policies to allow for a greater influx of tourists, with the increased number of short-term visitors adding 25 per cent to the country's resident population of 3 million, of which Qataris accounted for only 10-12 per cent. The cumulative audience for the first 52 matches reached 2.65 million. FIFA, the world's governing body for football, has stated that attendance at Qatar's stadiums has exceeded that of the 2018 FIFA World Cup in Russia over the same period.<sup>6</sup> According to the Qatar Statistics Authority's Monthly Statistics bulletin, the total number of tourists travelling to Qatar in November 2022 increased by 229.5 per cent month-on-month [6].

#### **3.2. Overview of Tourism in Qatar**

##### **3.2.1. Tourism Resources of Qatar**

In recent years, Qatar has invested significant resources in creating important tourist destinations. Qatar's main tourism resources and attractions include a range of cultural heritage, museums and

archaeological sites that highlight Qatar's rich history as well as the charm of its contemporary cities. In addition, in order to meet the tourism needs of adventure seekers and sports enthusiasts, Qatar has invested heavily in the development of natural landscapes and the construction of sports venues, such as the fascinating sand dunes on the outskirts of the city, which offer adventurers desert safaris, camel rides, and a taste of the traditional Bedouin way of life. Qatar's coastal areas have been developed into beach resorts, attracting tourists looking for places to relax and water sports. In addition, Qatar has promoted a variety of sports, such as golf, tennis and motor racing to cater for different interests, making it an attractive destination for sports enthusiasts. At the same time, Qatar has invested considerable resources in improving transport and increasing hotel capacity in order to accommodate incoming tourists. The investment in transport resources includes Hamad International Airport, which is recognised as the world's premier airport, and the Doha Automated Railway Network. The Qatar Statistics Authority recorded that the number of hotels in Qatar reached ten as of 2018, doubling the number of hotels compared to 2009 [7].

### **3.2.2. Current Situation and Trend of Tourism Development in Qatar**

In anticipation of the large number of tourists arriving during the World Cup, Qatar invested heavily in tourism infrastructure, including hotel development, transport facilities and entertainment venues. The result of this endeavour was the success of the tournament, with a noticeable surge in the number of tourists during the games. As a result of the increased demand from tourists, there was short-term economic growth in the hospitality, retail and transport sectors. However, the challenge for Qatar after the World Cup is to maintain this momentum and capitalise on the exposure gained during the tournament. Qatar aims to position itself as a year-round destination by continuing to improve its tourism infrastructure and diversify its tourism product. By emphasising its unique cultural heritage and promoting a wide range of attractions and experiences, Qatar aims to entice tourists to continue to visit after the World Cup.

Overall, the 2022 FIFA World Cup in Qatar provides an excellent platform for Qatar to showcase its potential as a tourism destination. Qatar's tourism industry experienced short-term growth during the tournament, with its focus shifting to maintaining and expanding its appeal as a destination that attracts travelers from around the world.

### **3.3. The Impact of the Qatar World Cup on Local Tourism**

#### **3.3.1. The Promotion of Tourism Reception Capacity**

The World Cup, one of the world's biggest sporting events, will attract millions of international tourists to Qatar to watch the games and experience the atmosphere of the tournament. This will have far-reaching implications for Qatar's tourism industry, including the enhancement of its hospitality capacity and the development of tourism infrastructure. Firstly, to cater for the large number of tourists during the World Cup, Qatar has increased its investment in hotels and accommodation facilities. According to data, as of 2021, Qatar has a total of about 200 hotels offering about 32,000 rooms. In order to cope with the problem of tourist accommodation during the World Cup, Qatar has added a number of new luxury hotels and budget hotels, adding thousands of rooms for tourists. Secondly, Qatar has undertaken large-scale infrastructure improvements and expansions. Among other things, Hamad International Airport was expanded to increase passenger handling capacity. Meanwhile, the rail transport system was put into construction and was fully operational during the World Cup to provide tourists with convenient transport options. Thirdly, Qatar has actively promoted local tourist attractions and cultural facilities to increase sightseeing activities for tourists during the tournament. For example, cultural programmes such as the Qatar National Museum and the Qatar

International Arts Festival have become important tourist destinations during the World Cup, enriching tourists' viewing and entertainment options. Fourthly, in order to ensure tourist satisfaction during the World Cup, the Qatari tourism industry is committed to improving the quality of its services. It has trained and upgraded the professionalism and service level of its staff in hotels, catering, transport and tourism services in order to meet the needs and expectations of tourists. Finally, Qatar Tourism has increased its promotional and marketing efforts for the World Cup. Qatar has actively promoted Qatar's tourism resources and the attractiveness of the World Cup to the world through various media and social media platforms. Qatar expected the World Cup to attract around 1.5 million international tourists, and the actual arrivals exceeded the target requirements, bringing huge economic benefits to the local tourism industry.

The World Cup in Qatar has better prepared for the influx of tourists during the World Cup by upgrading its hospitality capacity to provide a better travel experience for visitors. At the same time, the hosting of the World Cup will bring lasting development opportunities for Qatar's tourism industry, increasing international awareness and attracting more tourists to continue exploring and experiencing Qatar's tourist attractions after the tournament.

### **3.3.2. The Improvement of Tourism Facilities and Local Infrastructure**

The impact of the Qatar World Cup on the local tourism industry is significant in terms of promoting the improvement of local tourism facilities and infrastructure. The World Cup is an international event that attracts a large number of international tourists to Qatar to watch matches and participate in tourism activities related to the event. In order to meet the needs of tourists, Qatar has actively pursued the improvement and expansion of tourism facilities and infrastructure, including innovations in the environmental friendliness and recyclability of sports venues, to provide a better tourism experience.

In order to facilitate tourists' travelling and watching the games, Qatar has vigorously promoted the construction of rail transport systems. Among them, the Doha Metro system is one of Qatar's key infrastructure projects. Expected to be fully operational before the World Cup, the metro will connect major tourist attractions and tournament venues, providing visitors with fast and convenient transport options and easing traffic pressure. In addition to rail transport, Qatar has also undertaken road infrastructure improvements and expansions. Improvements to Qatar's road network will increase the interconnectivity of tourist areas, making it easier for travellers to get to various tourist attractions and competition venues. At the same time, traffic congestion has been eased, enhancing the travelling experience of tourists. As the host country of the World Cup, Qatar has undertaken comprehensive improvements and construction of venues for the tournament. Among them, the Qatar International Football Stadium is a modern stadium with an innovative design, which will be an important venue for the World Cup. In addition to the football stadium, Qatar has also improved other event venues, such as basketball stadiums, tennis venues, etc., which provide quality venues for holding various activities during the tournament. Notably, the Qatar World Cup Containerised Grandstand is an innovative initiative designed to provide additional temporary grandstand seating for the duration of the World Cup tournament. As the World Cup attracts a large number of international spectators during the tournament, in order to cater for the needs of these spectators, Qatar has adopted the Container Grandstand as a temporary solution. This creative design also offers some advantages in terms of sustainability and environmental friendliness.

### **3.3.3. Innovation in Tourism Activities and Experiences**

The impact of the World Cup in Qatar on the local tourism industry has brought about many innovations in tourism and experiences that have not only attracted a large number of international

tourists but also contributed to the innovation and development of the local tourism industry. It is worth noting that during the 2022 World Cup, Qatar utilised a variety of cultural communication methods to build a sports tourism destination brand through the online symbolic and linguistic landscapes of the sporting event.

For example, by expressing Qatar's culture and vision through airline logos, jerseys, electronic screen advertisements, mascots, etc., Qatar used its professionally designed digital landscapes to construct its ideal society and thus enhance its values [8]. Thus, it created a place for itself in the world tourism and sports markets. Firstly, the Qatar World Cup offers visitors a unique sports tourism experience. In addition to watching the matches, tourists can participate in various sports activities and experiential programmes, such as football training camps, football skills challenges, and sports event observation. These sports tourism experiences enrich tourists' itineraries and increase the interactivity and participation of tourism. Secondly, the Qatar World Cup provided tourists with opportunities to learn about Qatari culture. During the World Cup, Qatar launched a variety of cultural activities and festivals to showcase local culture and arts, such as traditional music performances, handicraft displays and folk parades. These cultural experiences gave tourists a deeper understanding of Qatar's history and culture. Thirdly, the Qatar World Cup has driven innovation in digital tourism experiences. Through smartphone apps and virtual reality technology, tourists can obtain more convenient travel information and guided tours to learn about the latest developments of the tournament and tourist attractions. Such digital experiences have improved travel convenience and satisfaction for tourists. The Qatar World Cup's focus on sustainability and environmental protection is also reflected in the tourism experience. The Qatar World Cup promotes eco-tourism and encourages visitors to participate in environmental activities and responsible tourism, such as beach clean-up operations and eco-volunteer activities. In addition, the containerised grandstand is also an innovative environmental design. Its advantages include quick erection and dismantling, a temporary design solution that ensures increased spectator capacity during the tournament, while the grandstand can be dismantled after the tournament, avoiding the problem of the venue being left unused for a long period of time; the second advantage is environmental sustainability, and the use of containers as a design for the temporary grandstand facilitates the reuse of resources. These containers can continue to be used for other purposes after the World Cup matches, reducing the waste of resources and in line with the concept of sustainable development. Fourthly, the Qatar World Cup also promotes tourism cooperation and exchanges, allowing tourists from different cultural backgrounds to communicate and understand each other and promoting international cooperation in the tourism industry.

In summary, the impact of the Qatar World Cup on the local tourism industry has brought about many innovations in terms of tourism and experiences. Through innovations in sports tourism experience, cultural experience, digital tourism experience, environmental tourism experience, and tourism cooperation and exchange, the Qatar World Cup has enhanced tourists' travel experience, enriched travel itineraries, and brought sustainable development opportunities for the local tourism industry. These innovations also provide lessons and references for the future development of international sports events and tourism.

#### **4. The Resumption and Enlightenment of the 2022 Qatar World Cup**

Based on the relationship between sporting events and tourism, the experience of the 2022 FIFA World Cup in Qatar can be deepened in several ways.

The synergy between tourism and tournament preparation is important; the hosting of the World Cup in Qatar boosted the local tourism industry, but it also reminded the need for synergy between tourism and tournament preparation. Tourism development needs events to provide more attractions and highlights, while the successful organisation of events also relies on improved tourism

infrastructure and quality tourism experiences. Therefore, in preparing for events, host countries should consider the needs of the tourism industry and improve tourism facilities and services well in advance to ensure that tourists can have a good tourism experience during the event [9].

Sporting events can promote tourism diversification. The Tal World Cup emphasised the integration of culture and sports, introducing diverse cultural activities and sports experiences. This provides insights into the diversification of tourism. As a tourism resource, sports events can be combined with local culture, history, art, and other tourism elements to create unique tourism products and attract more tourists from different backgrounds.

The Qatar World Cup emphasised sustainability and environmental protection with a series of environmental initiatives. This has led to the realisation that the impact of sporting events on tourism should be sustainable and that the short-term economic benefits during the event should not be pursued at the expense of the long-term impact on the environment. In future sporting events, host countries should pay more attention to environmental protection and sustainable tourism to ensure that the events are held with minimal impact on the local environment [10].

The Travel Qatar World Cup increased the marketing and promotion of the event and attracted a large number of international tourists. This proves once again that the success of tourism is closely related to marketing and promotion. A sporting event is a global event with high visibility and influence. By making reasonable use of the event platform, the host country can promote its tourism resources to the world and attract more tourists to participate.

In conclusion, based on the lessons and insights from the 2022 Qatar World Cup, the relationship between sports events and tourism is complementary. As a kind of tourism resource, sports events can promote the development of tourism, while the development of tourism also needs events to provide more attractions and highlights. In future sporting events, host countries should focus on the synergistic development of tourism and event preparation, promote the diversified development of tourism, strengthen environmental awareness, and make reasonable use of the event platform for tourism marketing and promotion to achieve a win-win situation between sporting events and tourism.

## 5. Conclusion

The relationship between sports events and tourism shows profound interdependence and mutual benefit. The relationship between major sports events and tourism is mutually reinforcing. Sporting events energise and motivate the tourism industry, while the tourism industry provides support and resources for sporting events, and together they contribute to the development and prosperity of cities and countries.

The World Cup in Qatar serves as an example of a successful combination of sporting events and tourism, attracting football fans and tourists from around the globe and prompting Qatar to improve its infrastructure, increase the number of hotel rooms and provide more tourism services. These initiatives will not only support the smooth running of the sporting event but will also have a lasting impact on Qatar's tourism industry.

Of course, this article leaves a lot to be desired, such as not exploring some of the challenges and problems that the relationship between sporting events and tourism also faces. An excessive influx of tourists may put pressure on the local environment and society, and if there is no sustained tourist attraction after the event, the host venue may face stagnation in tourism development. This article still leaves much to be desired.

## References

- [1] Higham, J. (1999). *Commentary - Sport as an avenue for tourism development: an analysis of the positive and negative impacts of sport tourism. Current Issues in Tourism*, 2 (1), 82-90.

- [2] Long, J. A. (2007). *Researching leisure, sport and tourism: The essential guide*. Researching Leisure, Sport and Tourism, 1-248.
- [3] Ulvnes, A. M., & Solberg, H. A. (2016). Can major sport events attract tourists? A study of media information and explicit memory. *Scandinavian Journal of Hospitality and Tourism*, 16(2), 143-157. DOI: 10.1080/15022250.2016.1157966
- [4] Vilhouse, C. (2019). International tourism effects of hosting the Olympics and World Cup. *Tourism Economics*, 25(7), 1009-1028. <https://doi.org/10.1177/1354816618814329>
- [5] Andersson, S., Bengtsson, L., & Svensson, A. (2021). Mega-sport football events' influence on destination images: A study of the 2016 UEFA European Football Championship in France, the 2018 FIFA World Cup in Russia, and the 2022 FIFA World Cup in Qatar. *Journal of Destination Marketing & Management*, 19, 100536.
- [6] Preuss, H. (2007). FIFA World Cup 2006 and its legacy on tourism. In *Trends and issues in global tourism 2007* (pp. 83-102). Berlin, Heidelberg: Springer Berlin Heidelberg.
- [7] Vierhaus, C. (2019). The international tourism effect of hosting the Olympic Games and the FIFA World Cup. *Tourism Economics*, 25(7), 1009–1028. Retrieved from <https://doi.org/10.1177/1354816618814329>.
- [8] Reuters. (2022). World Cup Visitor Numbers Falling Short of Qatar Target. ESPN. [https://www.espn.co.uk/football/story/\\_/id/37634688/world-cup-2022-visitor-numbers-falling-short-qatar-target](https://www.espn.co.uk/football/story/_/id/37634688/world-cup-2022-visitor-numbers-falling-short-qatar-target)
- [9] In the New Edition of "Qatar; Monthly Statistics" Bulletin 229.5% Monthly Increase in Total Retrieved from Number of Visitors to Qatar in November 2022. (2023). PSA. <https://www.psa.gov.qa/en/statistics1/Pages/LatestStats/09012023.aspx>
- [10] Qatar Social Statistics 2009-2018. (2019). PSA. Retrieved from [https://www.psa.gov.qa/en/statistics/Statistical%20Releases/Social/GenrealSocialStatistics/QatarSocialStatistics/Qatar\\_Social\\_Statistics\\_2009\\_2018\\_En.pdf](https://www.psa.gov.qa/en/statistics/Statistical%20Releases/Social/GenrealSocialStatistics/QatarSocialStatistics/Qatar_Social_Statistics_2009_2018_En.pdf)