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WHY GOVERNMENT AND LOCAL POPULATIONS SUPPORT MEGA SPORTING EVENTS: A CASE OF THE FIFA 2022 WORLD CUP IN QATAR

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Abstract

Purpose: This research aimed at finding out the various reasons that encourage governments and their citizens to support the hosting of mega sporting events.

Methodology: The research employed a quantitative design through the use of questionnaire that incorporated a case study on the government and the local population of Qatar in the context of the 2022 FIFA World Cup in Qatar. This design was further enhanced by the use of the causal effect of social exchange theory to analyse the aims of the research. The study relied on a sample size of 61 respondents out of the 100 target population who were randomly sampled. The quantitative data collected was analysed using the SPSS version 25 for data analysis through the use of descriptive statistics. Further data analysis was conducted using factor analysis and structural equation modelling. A Cronbach's reliability test of internal consistency of the questionnaire used was conducted followed by the estimation of the descriptive statistics as well as the variance inflation factor (VIF) tests for collinearity backed with a Pearson's correlation test.

Findings: The impact perceptions were found to influence positive support for mega sports events with variations in income levels and life quality.

Unique contribution to theory, practice and policy: The study recommended further studies to be conducted on the individual factors that form the impact perceptions of mega sports events. The study provides policy makers with empirical evidence that may be relied on in policy making to ensure positive influence on impact perceptions that encourage governments and local populations to support hosting mega sporting events. Further, the recommendation of the study provides a research gap and empirical evidence that future researchers can rely on in studying the individual factors that form the impact perceptions of mega sports events.

Key Words: *FIFA World Cup, Impact perceptions, Structured Equation Modelling, Factor analysis, Income Level, Life Quality perceptions, Mega Sporting Events.*

1.0 INTRODUCTION

Hosting mega sporting events has been a coveted role for most nations. It can be seen worldwide that most countries are always trying to be a viable option for hosting such events. Events such as the FIFA World Cup and Olympics are seen to cause a lot of rivalry such as the Beijing 2008 Olympics¹. These rivalries affirm the need for countries to host mega sporting events. Many countries indulge in significant changes to cut hosting these events. Qatar faced massive competition from countries like the USA in bidding to host the 2022 FIFA World Cup. However, the country did not fall back despite major criticisms on why it should not host the event. Most scholars have mentioned its incapability of hosting the event due to its Muslim theocratic nature and not being a soccer powerhouse². Others have stated the decadent state of the nature of workers on the construction of stadiums, with human rights activist threatening to boycott the World Cup.³ There hasn't been a lot of research on the reasons why a country would want to host a mega event.

Research shows that government support mega sporting events for the perceived and actual economic benefits that accrue from such events such as increased income generation from the influx of tourists.⁴ Besides, local populations perceive and expect positive economic and social outcomes as a result of their countries hosting mega sporting events such as improvements in infrastructural developments and promotion of a country's image.⁵ Fundamentally, mega sporting events are characterised by massive communication strategies and public relations in pursuit of effective management of mega sporting events. Therefore, local populations and governments support these events in pursuit of enhancing public relations and communication activities that promote positive social impacts and increased financial gains as a result of international recognition and attraction of tourism and exchange of technologies as well as knowledge during and post mega sporting events.⁶ It was necessary, therefore, to establish the

¹ Mangan, John A., Hyun-Duck Kim, Angelita Cruz, and Gi-Heun Kang. "Rivalries: China, Japan and South Korea—memory, modernity, politics, geopolitics—and sport." *The International Journal of the History of Sport* 30, no. 10 (2013): 1130-1152.

² "Why Does Qatar Even Want To Host The World Cup? Pure Vanity". 2020. Public Radio International. <https://www.pri.org/stories/2015-06-12/locations-some-international-sporting-events-raise-plenty-questions>.

³ "Human Rights Group Denounces Qatari Exploitation Of World Cup Workers - James M. Dorsey". 2012. *Fair Observer*. https://www.fairobserver.com/region/middle_east_north_africa/human-rights-group-denounces-qatari-exploitation-world-cup-workers/.

⁴ Ling, Chen. "Mega-events and infrastructure improvements: The Case of the Olympic Games in Beijing 2008." (2007).

⁵ Brent W. Ritchie, Richard Shipway & Bethany Cleeve (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, DOI: [10.1080/14775080902965108](https://doi.org/10.1080/14775080902965108)

⁶ Gursoy, Dogan, and K. W. Kendall. "Hosting mega events: Modeling locals' support." *Annals of tourism research* 33, no. 3 (2006): 603-623.

opinion of Qatar government and its citizens on why they supported the country to be a host for the 2022 FIFA World Cup.

Research Rationale

Qatar, having hosted the 2019 FIFA Club World Cup, attested its readiness in hosting the 2022 FIFA World Cup. Various studies show support for countries to host mega sporting events. Many established the increasing benefits of a nation when hosting such events and therefore encouraging hosting these events. Different researches allude to increased developments in certain sectors of the economy. Others mention the change in a country overall view following the hosting of a mega sports event⁷. However, other scholars discourage the hosting of mega sporting events, especially for developing nations, citing the various cost burdens that occur pre and post-event and the chance that these events might not have significant impacts on the host countries. Considering the existing literary sources only focuses on the positive and negative effects of mega sporting events, it leaves a gap in the reasons for hosting these events. This is even with many scholars, encouraging developing nations not to do so. This research, therefore, aimed at providing an in-depth analysis of the attitudes of the people and the governments towards supporting the hosting of mega sporting events.

The aims and objectives of the research

The research aimed to find out the reasons why governments and the local populations support the hosting of mega sporting events with the 2022 FIFA World Cup in Qatar as a case study. The following were the objectives of the study.

1. To identify the reasons why the government and the people would support mega sports events.
2. To identify variations in the perceptions of the people towards mega sports events.
3. To identify the influence of income levels and quality of life on supporting mega sports events.

Significance of the Research

The findings from the research provide reasons for encouraging other countries, especially developing nations, to consider bidding for the hosting rights to host mega sporting events. This is because these events are beneficial, hence the support from governments and the local people. This research adds on to existing literary knowledge on the reasons for support of mega sports events. Therefore, it can be used as a reference for governments aspiring to host mega sports events and also locals anticipating the changes and benefits caused by these events. The research helps future researchers to identify further critical areas, such as the socioeconomic benefits of mega sporting events on governments and their citizens. Moreover, the findings of this study provide scientifically ascertained reasons for other countries to bid for the hosting rights for mega sporting events.

⁷. Jonathan Grix & Donna Lee (2013) Soft Power, Sports Mega-Events and Emerging States: The Lure of the Politics of Attraction, *Global Society*, 27:4, 521-536, DOI: [10.1080/13600826.2013.827632](https://doi.org/10.1080/13600826.2013.827632)

2.0 LITERATURE REVIEW

2.1 Literature Review and Theoretical Framework

2.1.1 Social Exchange theories

Various theories have been used to analyse the relationship between the attitudes of people and their support for mega sporting events. According to research by Changwook Kim et al. Social exchange theory (SET) can be used to explain the perceptions of people towards supporting mega sporting events. Social exchange theory describes social behaviour in the form of benefits and costs. The theory explains the reasons and the reaction of the government and locals towards supporting mega sports events by looking at its benefits against the costs⁸. Research by Changwook⁹ conducted a structural equation modelling of the impact of sports involvement on the relationship between the quality of life of citizens, and impact perception of the citizens of the support for mega sporting events. The study concluded that support for mega sports events is associated with the idea that people have positive perceptions influenced by the anticipated benefits and positive impacts on their lives.

Studies showing support for mega sports events used Social exchange theory to explain most of the behaviours analysed. A survey by Kostas¹⁰ used the social exchange theory (SET) to explain the relationship between the support for mega sporting events and impact perception of the events on the quality of life. The study also used structural equation modelling to hypothesise the variables. The research found that positive impact perceptions and positive quality of life influenced the support for mega sporting events. Most studies seemed to apply SET on the variables perception and quality of life to explain their positive influence on the support for mega sports events. Further, research by Gursoy et al.¹¹ used more variables to explain the reasons why government and their citizens support mega sporting events. The study used a structural model to test how people's perceptions were influenced by the impacts of the 2002 winter Olympics. The researcher identified specific determinants for supporting mega sports events such as the FIFA World Cup. These were; the extent of concern for the community, the level of community attachments, the perceptions of the benefits and costs and how eco-centric the systems are. The researchers established that the level of benefits of the Winter Olympics caused an increase in the support for mega sports events.

⁸. Gursoy, Dogan, and K. W. Kendall. "Hosting mega events: Modeling locals' support." *Annals of tourism research* 33, no. 3 (2006): 603-623

⁹. Kim, Changwook, and Kyriaki Kaplanidou. 2019. "The Effect of Sport Involvement on Support for Mega Sport Events: Why Does It Matter". *Sustainability* 11 (20): 5687. <https://doi.org/10.3390/su11205687>

¹⁰. Gibson PhD, Heather, Kostas Karadakis PhD Student, Matthew Walker PhD, Brijesh Thapa, Sue Geldenhuys PhD, and Willie Coetzee PhD. "Quality Of Life As A Mediator Between Event Impacts And Mega Event Support Among South African Residents: The 2010 FIFA World Cup." (2016).

¹¹. Gursoy, Dogan, and K. W. Kendall. "Hosting mega events: Modeling locals' support." *Annals of tourism research* 33, no. 3 (2006): 603-623.

That notwithstanding, Social exchange theory has been criticised by various scholars stating multiple limitations. For instance, since SET is based on the causal effect relationship between benefits and costs and people's behaviour, it is limited when the benefits and costs perceptions vary amongst different individuals. Research by Watts¹² on the Australian, Sydney 2002 games stated that the use of social exchange theory was not conclusive due to the static nature of resident's perceptions over time. He, however, suggests the use of longitudinal research to help analyse the reasons for these changes and help explain the pre and post information on hosting of mega sports events. Research by Alexis Antoniou¹³, on the residents' perceptions of the social impacts of the Federation International of Basketball (FIBA) EuroBasket 2011 suggests the use of two theories to explain these impacts. The paper analysed the questionnaire responses of 128 residents of Vilnius, Lithuania by use of exploratory factor analysis. The research also used the social exchange theory and the embrace-withdraw continuum scale to conduct the analyses. The results of the study suggest that the use of both theories is vital in the analysis of the relationship between the social impact perceptions and mega sports events.

Further research continues to dispute the use of social exchange theory by advocating for other research theories to explain mega sports events. Research by Ritchie *et al.*¹⁴ suggests the use of social representation theory as a mode of explaining people's perception of mega sports events. The theory suggests that residents' perceptions are supported by their representation of tourism formed by their interactions, experiences and sources of information and are subject to no change. Therefore, they use these representations to influence their attitudes on what to support. It is therefore clear that various factors influence the perceptions of residents towards supporting the hosting of mega sports events.

2.1.2 Categories of Impacts of Mega Sports Events

The measure of the impacts of mega sporting events is seen to be both tangible and intangible. The effects are grouped according to the economic, social and cultural, and the political impacts. An increasing amount of literature analyses the economic impacts with various approaches towards the positive and negative economic impacts of mega sports events. Most scholars attribute mega sports events to significant urban development and increased infrastructure for host countries¹⁵. Research by Lin Cheng¹⁶ on mega sporting events and infrastructure

¹². Waitt, Gordon. "The Sydney 2002 Gay games and querying Australian national space." *Environment and Planning D: Society and Space* 23, no. 3 (2005): 435-452.

¹³. Antoniou, Alexis. *Resident Perceptions toward the Social Impacts of a Mega Sport-Event: The case of Fédération Internationale de Basketball (FIBA) EuroBasket2011 in Vilnius, Lithuania*. Arizona State University, 2011.

¹⁴ Ritchie, Brent W., Richard Shipway, and Bethany Cleeve. "Resident perceptions of mega-sporting events: A non-host city perspective of the 2012 London Olympic Games." *Journal of Sport & Tourism* 14, no. 2-3 (2009): 143-167.

¹⁵. Ling, Chen. "Mega-events and infrastructure improvements: The Case of the Olympic Games in Beijing 2008." (2007).

development with the case study of the Beijing Olympics used both qualitative and quantitative analyses to come up with their findings. The research concluded that mega sporting events influence the development of infrastructure, with the recommendation that, hosting mega sports events should be a part of a country infrastructural development policies. Another study by Baker Williams¹⁷ on hallmark sporting events analysed a panel data of three macroeconomic variables as a measure of the impact of these mega sporting events on the infrastructure development. The econometric analysis concluded that these events would promote infrastructure development. However, the research also stated that there would be a costly endeavour to go along with hosting these events.

These costs are seen to be ignored by various governments due to the benefits that befall the elites, and the government-controlled companies¹⁸. Research by Malfas et al. on the impacts of the Olympic Games shows a critical qualitative analysis of the literature available on the effects of mega sporting events. The study concludes that even with these events promoting economic growth, their legacies cannot be quantified and are prone to many political interpretations. Lenskyj, in his book *Inside the Olympic Industry*, talks about the powers that come with the governance and budgeting of the Olympics. The book emphasises on the alliances and powers established between the government and the local elites who own companies. This devolution of power acts as motivation for supporting hosting mega sporting events.¹⁹ A study by Rocha et al.²⁰ suggests that social impacts are effective in influencing the support for hosting mega sports events. The research analysed a stratified sample of Rio De Janeiro's residents and performed analysis on the structural relationships between the work of the government before the events are hosted, the expectations of the people on legacies post events and the support for mega sporting events.

The research established that peoples' expectations served as a basis for the evaluation of the government's work and an indicator for the support of the mega sporting events. The research also found that individuals with higher incomes offered more support for the events than those with lower incomes. However, there were higher expectations placed on the legacies associated with tourism and less on the legacies related to environmental impacts. A study by Richie and

¹⁶ Sun, Jian, and Lin Ye. Mega-events, local economies, and global status: What happened before the 2008 Olympics in Beijing and the 2010 World Expo in Shanghai. *Journal of Current Chinese Affairs* 39, no. 2 (2010): 133-165.

¹⁷ Baker, William. "The Economic Impact of Mega Sport Event." (2019).

¹⁸ Malfas, M., E. Theodoraki, and B. Houlihan. 2004. "Impacts of the Olympic Games as Mega-Events". *Proceedings of the Institution of Civil Engineers - Municipal Engineer* 157 (3): 209-220. doi:10.1680/muen.2004.157.3.209.

¹⁹ Lenskyj J. H. *Inside the Olympic Industry: Power, Politics and Activism*. State of New York University Press, Albany, 2000

²⁰ Rocha, C. M., Barbanti, V. J., & Chelladurai, P. (2017). Support of local residents for the 2016 Olympic Games. *Event Management*, 21(3), 251-268.

Smith²¹ on the change in image and awareness of Calgary after the 1988 Olympic Games showed a positive increase in its awareness after the Olympic Games. This helps with the implication that mega sports events are supported due to the promotion of a country's image in the global arena.

2.1.3 Relationship between impact perceptions about mega sports event on the government and the people.

Through the studies involving Social Exchange Theory, it has been established that various variables influence the perceptions of residents of a country in supporting mega sporting events. Research by McGehee et al. on the communities of Arizona sought to identify the factors that influence the perception of government and people's attitude about tourism. The research found that personal characteristics were not a predictor of these attitudes, but community dependence on tourism was a predictor.²² Besides, various studies indicate how impacts perceptions are considered in multiple development fields. A study conducted in Malaysia by Mostafa et al²³. Suggests support for impacts perceptions. The research analysed the factors that influence the attitudes of the people and their effects on tourism development. The researchers used the partial least squares and the structured equation modelling to perform this analysis. The findings of the research established positive effects of economic gains on the perceptions of the residents. The study also found that the residents' attachment to the community, their attitudes towards the environment and their ages had effects on the residents' perceptions.

Brent²⁴ et al. conducted a cross-sectional longitudinal study on the 2012 London Olympics. The residents supported the hosting of mega sports events, though they had major concerns on the perceived increased traffic congestions, issues with parking and the high costs of living. The paper used factor analysis to identify the variables used to measure the changes in the perceptions of the residents. The factors were in the order of from the highest being positive impacts on the social norms, to negative impacts, issues with transportation, positive impacts on the economy and the increases prices. With this, they established significant differences between these factors and the demographic characteristics of the participants. Also, Marco Peric examined if there exists a difference between the host city and non-host city residents in their impact perceptions. These impacts were analysed with the use of exploratory factor analysis and

²¹ Ritchie, JR Brent, and Brian H. Smith. "The impact of a mega-event on host region awareness: A longitudinal study." *Journal of travel research* 30, no. 1 (1991): 3-10.

²². McGehee, Nancy G., and Kathleen L. Andereck. "Factors predicting rural residents' support of tourism." *Journal of travel research* 43, no. 2 (2004): 131-140.

²³. Rasoolimanesh, S. Mostafa, Mastura Jaafar, Ned Kock, and T. Ramayah. 2015. "A Revised Framework of Social Exchange Theory to Investigate the Factors Influencing Residents' Perceptions". *Tourism Management Perspectives* 16: 335-345. doi:10.1016/j.tmp.2015.10.001.

²⁴. Brent W. Ritchie, Richard Shipway & Bethany Cleeve (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, DOI: [10.1080/14775080902965108](https://doi.org/10.1080/14775080902965108)

their differences determined by sample t-tests. The study established that there were significant differences in some of the factors examined. These were the pride of the people, and community development, perceptions, the economic benefits of the people, the problems associated with traffic and the concerns they have for the environment²⁵.

The analysis of impacts perceptions of various researches seems to identify various factors affecting these impact perceptions. This means that in different host cities there have been different reasons from the residents and its government to support mega sports events. The disparity in the reasons why the people chose to support mega sports events establishes the need to perform an analysis to find defined impact perceptions and identify their significance.

2.2 Summary of the literature review

The researchers reviewed herein possess various similarities in the analysis of their variables as well as the variables themselves. Research by Marco used the exploratory factor analysis to examine the different factors of impact perceptions. This can also be seen in the study by Brent on the non-host cities impact perceptions and Alexis Antoniou on the impact perceptions of social impacts of the FIBA Eurobasket 2011. Researches also seem to employ the Social Exchange theories in most of the studies. Changwook Kim et al. applied this theory with the use of structured equation modelling to analyse the impact of sports involvement on support for mega sports events. The use of both methods can also be seen by Kostas on establishing the relationships between the quality of life, support for mega sporting events and impact perceptions. The use of structural equation modelling can also be seen further in the research by Mostafa et al. on the varying effects of economic gains on the perceptions of the residents of Malaysia.

Findings differed in most researches; however, there were various similarities. Research by Mostafa et al. and Marco Peric found that environmental concerns and community developments affected the perceptions of the people in supporting the hosting of mega sporting events. Researchers Gursoy and Kostas in their researches found that positive impact perceptions influence positive support for these events. Other researches such as Watts, found out that perceptions differed in most residents depending on their representations of the variants. Rocha also found that impact perception varied for tourism impacts and environmental impacts in host residents of Rio De Janeiro.²⁶ This can also be seen in the research by Brent, who identified differences in the impact factors and the demographic representation of the people. Therefore, the existing literature provides a variety of variables that help predict the support for mega sporting events by locals and governments. This includes the impact perceptions, the quality of life impacts and the difference in sports involvement. They, however, have varying results for the impact perceptions effect for supporting mega sports events, with scholars claiming the

²⁵. Perić, Marko. "Estimating the perceived socio-economic impacts of hosting large-scale sport tourism events." *Social Sciences* 7, no. 10 (2018): 176.

²⁶ Rocha, C. M., Barbanti, V. J., & Chelladurai, P. (2017). Support of local residents for the 2016 Olympic Games. *Event Management*, 21(3), 251-268.

fluctuations of residents' variation over time. The differences in the different impact perceptions literature breeds the need for further analysis of these perceptions and solutions to be found

3.0 RESEARCH METHODOLOGY

3.1 The research Design

The research employed quantitative design methods to achieve its objectives. This was further enhanced by the use of the causal effect of social exchange theory to analyse the aims of the research. The purpose of the combined research designs was to provide a more significant conclusion to the research problem. This quantitative approach was also used since the use of empirical data provides accurate results to the findings. The research design used the case study approach of the residents of Qatar with the introduction of the 2022 FIFA World cup. This helped the research to bring the analysed theme in perspective with existing observations available for analysis. The large incorporation of design approaches helps to provide the most favourable understanding of the research problems²⁷. The research design chosen can also be seen as mixed-method design complemented by Creswell for its provision of a complete understanding of the issues in the research compared to the use of singular research designs. The use of mixed approach also helps in guiding the interpretations of the data collected. The case studies in the literature provide data that provide the information needed to create models to be used for the quantitative methods of analysis. Therefore, the research ran smoothly with the influence of both approaches.

3.2 Sources of Data and Data collection method

The research data came from both secondary and primary sources. The data collected was considered the primary source of data for the analysis. The qualitative data analysed in the literature review was collected from various books, literary articles and journals and certain relevant websites and scholarly web pages. Primary data were collected by the use of online survey questionnaires sent to the respondents through email. The sample questionnaires were sent to 100 respondents from a randomly selected sample. However, the returned responses were only 61. A pilot study was conducted with the first 10 responses to establish the ambiguity of the questionnaires. It was confirmed that the questions asked were easily interpreted by the respondents. The survey analysed the impact perceptions of the respondents as well as their demographic representations. The questionnaire used the Five-point Likert scale (from 1=strongly disagree to 5=strongly agree) to measure the impact perceptions on their support for mega sports events.

²⁷. Creswell, John W. "The selection of a research approach." *Research design: Qualitative, quantitative, and mixed methods approaches* (2014): 3-24.

3.3 Method of Data Analysis

Data was analysed by the use of factor analysis and structural equation modelling. The factor analyses are recommended in order to scale the items of the questionnaire²⁸. This use is supported by Hair²⁹ since they are considered latent variables. The questionnaires had each question listed to determine specific impact perceptions. The questionnaire contents were grouped in the form of social-cultural effects, economic effects, tourism effects and environmental effects and finally, quality of life effects on the residents. Each of these factors had questions asked and responses recorded using the 5-point Likert scale. The respondents of the pilot study ranged from government officials to the lowest-earning skilled labourers in the country. A Cronbach's reliability test of internal consistency of the questionnaire was conducted. This was followed by the estimation of the descriptive statistics as well as the variance inflation factor (VIF) tests for collinearity backed with a Pearson's correlation test. Finally, a test for how fit the model was, was conducted and the analysis of the factor matrix of the model conducted.

3.4 The research Hypothesis

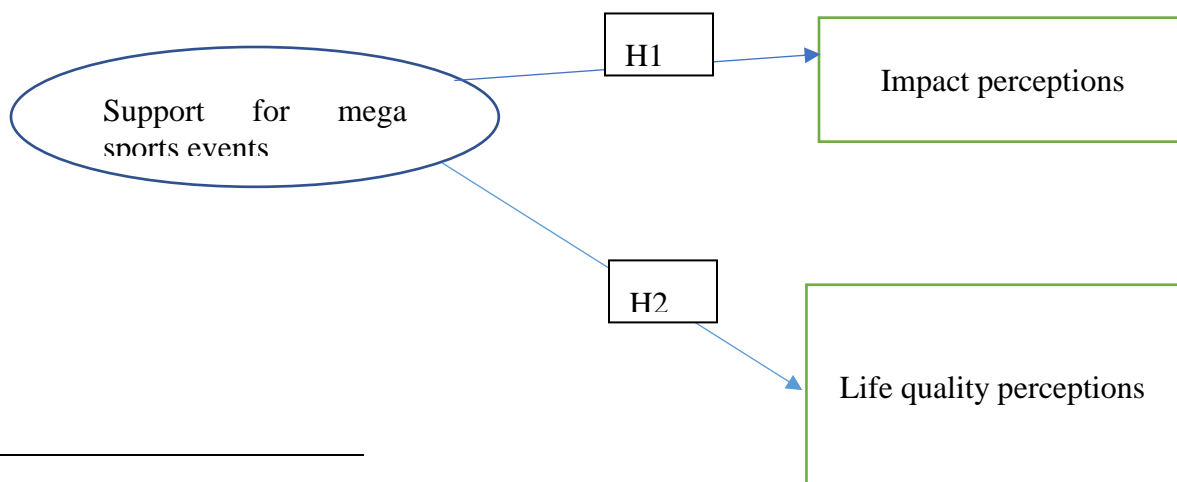
To establish the reasons for the support of the mega sporting event by governments and locals, a few hypotheses were tested. To achieve the research objectives, the hypothesised variables were such that;

H1: The perceptions of the impacts of the mega sports events positively influence the support for mega sports events.

H2: The variations in the life quality perceptions and income levels influence the support for mega sports events.

3.5 Research models that you employed to attain all the research Objectives

Figure 1 Research Model based on the Research Hypothesis



²⁸. Fredline, Elizabeth, and Bill Faulkner. 2000. "Host Community Reactions". *Annals of Tourism Research* 27 (3): 763-784. Doi: 10.1016/s0160-7383(99)00103-6.

²⁹. Hair, Joseph F., William C. Black, Barry J. Babin, Rolph E. Anderson, and Ronald L. Tatham. *Multivariate data analysis*. Vol. 5, no. 3. Upper Saddle River, NJ: Prentice hall, 1998.

4.0 ANALYSIS, RESULTS AND DISCUSSION

4.1 Descriptive statistics

The descriptive statistics of the measured variables are shown below (Table 1), with the sample respondents at 61. The means and the standard deviations of the responses are also shown below.

Table 1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall support	61	2.00	5.00	4.0000	.81650
Socio cultural Impacts	62	1.67	5.00	3.6559	.95618
Economic Impacts	62	2.00	5.00	4.0323	.63793
Tourism Impacts	62	1.67	5.00	3.9194	.67126
Environmental Impacts	62	2.00	4.67	3.2957	.63906
Impact Perceptions	62	2.50	4.67	3.7258	.42902
Income Level	62	1.00	5.00	2.7742	1.19314
Overall better Quality Of Life	62	1.00	5.00	3.5806	1.23539
Valid N (listwise)	61				

Source: SPSS software

4.2 Reliability of the scale and tests for multicollinearity

A Cronbach's reliability test for internal consistency was conducted to test how reliable the scale was. The estimated Cronbach's alpha was 0.753. A Cronbach's alpha recorded as $\alpha > 0.7$, or higher considers a scale's internal consistency highly reliable³⁰. A VIF test for collinearity was conducted. The diagnostics showed no collinearity as the VIF values were all more than 4.0 and the tolerance values were not below 0.2³¹ (see Appendix 1). Tests to confirm the use of CFA (confirmatory factor analysis) were also conducted. A KMO (Kaiser-Meyer-Olkin) and Barlett's tests for a measure of adequate sampling was done before the Component factor analysis. The tests were found to be significant $p < 0.000$ and the MSA 0.65 and an MSA larger than 0.5 shows the adequacy of the sampling³². The use of an anti-image correlation matrix was useful as it showed that all the correlations were above 0.5.

³⁰. Nunnally, J. (1978). Psychometric methods. McGraw-Hill, New York, NY.

³¹. Hair JF, William CB, Barry JB, Rolph EA (2010). Multivariate data analysis 7th Edition.

³². Bryant, F. B., & Yarnold, P. R. (1995). Principal components analysis and exploratory and confirmatory factor analysis. In L. G. Grimm & P. R. Yarnold (Eds.), *Reading and understanding multivariate analysis*. Washington, DC: American Psychological Association.

Table 2 Measure of sampling adequacy tests (MSA) tests

KMO and Bartlett's Test					
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766			
Bartlett's Test of Sphericity	Approx. Chi-Square	79.159			
	Df	6			
	Sig.	.000			
Anti-image Matrices					
		impact_perceptions	Income Level	overallbetterQualityOfLife	overallsupportformegasportsevents
Anti-image Correlation	impact_perceptions	.765 ^a	-.401	-.108	-.314
	IncomeLevel	-.401	.724 ^a	-.446	-.107
	overallbetterQualityOfLife	-.108	-.446	.774 ^a	-.149
	overallsupportformegasportsevents	-.314	-.107	-.149	.829 ^a
a. Measures of Sampling Adequacy(MSA)					

4.3 Demographic representation

Appendix 2 shows the demographic representation of the respondents. The respondents had a higher percentage of males than females at 54% and 45% respectively. Most of the respondents were of the age between 26 and 36 at 38%. This was followed by those between 18 and 25 then those between 36 and 50. The least were those above 50years at 8%. The income level representation identified that most of the respondents earned between QAR 21,000 to QAR 80,000. This was followed by those who earned between QAR 151,000-300,000 at 25% and then those earning between QAR 81,000-150,000 at 22%. The least were those between QAR 1-20,000 at 16%.

4.4 Modelling and Hypothesis tests

Analysis of the structural model had the following coefficient estimates in table 6 (see appendix). A kruskal Wallis test of the samples found that the impact perceptions were statistically different in measuring the support for mega sporting events, income level variations and life quality variations.

Figure 2 Hypothesis Tests

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of impact_perceptions is the same across categories of overall support for mega sporting events.	Independent-Samples Kruskal-Wallis Test	.002	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of impact_perceptions is the same across categories of overall better Quality Of Life.	Independent-Samples Kruskal-Wallis Test	.002	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of impact_perceptions is the same across categories of Income Level.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

A Friedman chi square test was done to test the overall fit of the model. The tests found that the model was significant with a $\chi^2 (6) = 94.91, p = 0.000$. This means there were statistically significant differences in the impact perceptions, quality of life and income levels in support of the mega sporting events.

From the hypothesis tests conducted, it was found that all the impact perceptions had a positive effect on the support for mega sporting events of 0.355 (see Table 3). This, therefore, supported the first hypothesis:

H1: the perceptions of the impacts of the mega sporting events positively influence the support for mega sporting events.

Table 3 coefficient estimates

Coefficients							
Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.853	.856		.996	.323		
impact_perceptions	.672	.269	.355	2.495	.016	.601	1.663
IncomeLevel	.089	.110	.129	.814	.419	.482	2.077
OverallbetterQualityOfLife	.108	.095	.162	1.134	.262	.594	1.682

a. Dependent Variable: overallsupportformegasportsevents

According to the factor analysis, two factors were generated to explain the support for mega sports events. The factors explained 63% of the model according to the Eigenvalues estimated. The correlation matrix, however, showed that the overall quality of life of a person and their income level influences their support for mega sports events. This supported the second hypothesis stated:

H2: the variations in the life quality perceptions and income levels influence the support for mega sports events.

This can be seen in Appendix 3 of the correlation matrix, whereby the income level has a significant positive influence of 0.45 to support for mega sports events. The overall quality of life also recorded a significant positive influence on the support for mega sports events of 0.415.

4.5 Discussions of the findings

The analyses set out to investigate the reasons why government and local population support mega sports events. The analysis used questions of impact perceptions of the respondents to find the research problem. Analysis of the reliability of the scale found that the questionnaires had a higher internal consistency of 0.75. This showed the scale was reliable. Friedman's chi-square test of model fit found the model fit for analysis. The VIF collinearity tests found no collinearity amongst the variables analysed. It was estimated that impact perceptions were positively related with support for mega sports events. These findings were similar to the results of many other

previous pieces of research³³. This is because the positive impacts of mega sports events are inclined to cause people to support them. The findings also found that the quality of life had a positive influence on the support for mega sports events. Most people likely attribute a better quality of life with the positive impacts of mega sports events, leading them to support these events. This was similar to findings by Kostas et al³⁴. Income levels also recorded a significant positive influence on the support for mega sports events, an implication that those with higher income were positively inclined to support mega sports events.

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary and conclusions

The study set out to find the reasons for the government and local population to support for mega sports events. From the structural model of the support for mega sports events, the model estimates showed that the impact perceptions positively influence the support for mega sports events. The model also showed that the high quality of life of individuals influences their support for mega sports events positively. This was also the case for higher income levels of the residents. This meant the positive impacts of the mega sports events should be achievable for the residents and the government to support mega sporting events.

5.2 Limitations and recommendations of the study

The study was constricted to online surveys, leaving out other residents. This also meant residents that were not tech-savvy could not participate in the survey. This recommends for future forms of different survey questionnaires. The study also used impact perceptions that included other factors. However, these factors were not analysed further to see their individual effects on the supports for mega sports events. The study recommends further studies into the individual factors that form the impact perceptions of mega sports events. The research is relevant to various policy makers and researchers interested in the supporting for mega sports events.

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Appendix 1: Cronbach's Alpha Reliability and Collinearity Tests

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items	
.753	.730	7	
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Income Level	.468	2.136
	Gender	.864	1.158
	socio_culturalimpacts	.490	2.041
	economic impacts	.831	1.203
	Tourism impacts	.870	1.150
	environmental impacts	.918	1.089
2	(Constant)		
	Income Level	.394	2.536
	Gender	.852	1.174
	socio_culturalimpacts	.458	2.185
	economic impacts	.814	1.229
	Tourism impacts	.827	1.209
	environmental impacts	.914	1.094
	overallbetterQualityOfLife	.531	1.882
a. Dependent Variable: overall support for mega sport events			

Appendix 3. Participants Demographics.

Age				
		Frequency	Valid Percent	Cumulative Percent
Valid	18-25	17	27.4	27.4
	26-36	24	38.7	66.1
	36-50	16	25.8	91.9
	50+	5	8.1	100.0
	Total	62	100.0	
Gender				
		Frequency	Valid Percent	Cumulative Percent
Valid	Male	34	54.8	54.8
	Female	28	45.2	100.0
	Total	62	100.0	
Income Level				
		Frequency	Valid Percent	Cumulative Percent
Valid	1-20,000 (QAR)	10	16.1	16.1
	21,000-80,000	18	29.0	45.2
	81,000-150,000	14	22.6	67.7
	151,000-300,000	16	25.8	93.5
	300,000+	4	6.5	100.0
	Total	62	100.0	

Appendix 3: Correlation Matrix

		overallsupportformegasportsevents	impact_perceptions
Pearson Correlation	overallsupportformegasportsevents	1.000	.513
	impact_perceptions	.513	1.000
	IncomeLevel	.450	.618
	overallbetterQualityOfLife	.415	.487
Sig. (1- tailed)	overallsupportformegasportsevents		.000
	impact_perceptions	.000	
	IncomeLevel	.000	.000
	overallbetterQualityOfLife	.000	.000
N	overallsupportformegasportsevents	61	61
	impact_perceptions	61	61
	IncomeLevel	61	61
	overallbetterQualityOfLife	61	61