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Altri autori (Persone)	ElsharnoubyTamer AljafariAbdullah FatimaTahniyath
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Nota di contenuto	Exploring the FIFA World Cup Qatar 2022 -- The Audacity to Dream: A Journey of Making the World Proud of The Middle East Begins with a Single Bid -- The Distribution of FIFA Official Licensed Merchandise during Qatar 2022 FIFA World Cup: The Case of the Sports Corner -- Beyond the Game: A Case Study on Branding a Higher Education Institution through a Mega Sport Event -- The Role of the Supreme Committee for Delivery and Legacy in the Success of the 2022 World Cup -- Managing a River of People: The Case of Crowd Management at FIFA World Cup Qatar 2022 -- Connected Stadiums: Realizing Qatar's

Vision of Creating a Legacy Program -- The Effects of Mega Events on Government Spending Multipliers: Evidence from the Qatar 2022 FIFA World Cup -- An Economic Analysis of Qatar's Decision to Host the FIFA World Cup 2022 -- Qatar Museums: The Case of Promoting Tourism and Qatari Identity, Culture, and Heritage During FIFA World Cup 2022 -- Qatar's Journey from World Cup Host to a Premier Tourist Destination -- FIFA World Cup 2022 and Qatar's Nation Branding -- From Desert Sands to Global Stands: The World Cup's Influence on Embracing 'Made in Qatar' Products -- The Community Service as a University Requirement during the FIFA World Cup Qatar 2022 -- FIFA Qatar 2022 Volunteer Program: Enhancing Engagement and Fostering Global Unity -- FIFA World Cup Qatar 2022: Exploring Volunteer Recruitment in Mega Events -- Building Community Support for Mega Events: The Case of FIFA World Cup Qatar 2022 -- Qatar 2022: FIFA's Adjustments for the First (Men's) World Cup in an Arab and Muslim Nation -- Interactions Between Civilizations Through Championships -- Qatari Press's Response to the French Media Campaign Against the 2022 World Cup: A Case Study of The Peninsula Newspaper -- Utilizing Mega Events to Communicate Culture and Correct Misconceptions about Country and Religion: A Lesson from Qatar -- Unveiling the Social Sustainability of Sport Tourism: Qatar's Journey as Host of the 2022 FIFA World Cup -- FIFA Qatar 2022: Can Blockchain-based Sustainability Assessment Tool Help Sack Greenwashing Accusations -- Beyond the Pitch: Logistics and Sustainability at the FIFA World Cup -- Unlocking the Sustainable Legacy: A Case Study of FIFA World Cup Qatar 2022 -- Leveraging Legacy: Qatar's Path Forward Post-FIFA World Cup.

Sommario/riassunto

This open access book presents a collection of case studies to analyse the FIFA World Cup 2022 held in Qatar, which revealed several complex aspects related to global football – its organization, its community, its related power dynamics, and its socio-economic implications. Behind this mega event lay unspoken narratives about the difficulties of hosting this global tournament in Qatar. This book takes the reader on a journey along the numerous strands connected to this multifaceted event. The case studies excavate both the best practices and the challenges that public policymakers and institutions in Qatar encountered in organizing the World Cup, including the pressures from various stakeholders involved, including FIFA, the sponsors, the football fans, and the local residents of Qatar. One such case sheds light on the debate surrounding the linkage between government-spending and the subsequent economic impact of hosting such a mega sporting event. The collection also delves into nuanced discussions about volunteering behaviour. Several case studies approach the central questions of sustainability and related implications following the Qatar event. As the first football World Cup to take place in a Middle Eastern country, the case studies also spotlight the role of cultural differences and associated implications, such as nation branding. Relevant to sociologists, economists, business and marketing researchers, and sports studies researchers, this book is a unique compilation bringing together multiple interdisciplinary, critical perspectives on Qatar's FIFA experience – from within the region, and beyond. This is an open access book.

2. Record Nr.	UNIORUON00137582
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