GAME ON: 
CAN QATAR DELIVER A WINNING 2022 FIFA WORLD CUP HOSTING PERFORMANCE?

SUSAN DUN AND VIBHAV GAUTAM
SOFT POWER

• Broker in regional political turmoil
• Trade and economy
• Disaster relief
  • Syrian refugees, Hurricane Katrina, etc.
• Sports used as a soft power strategy
Mega Events
**BID CONTROVERSY**

*The Sunday Times*

England’s secret file on ‘Russia and Qatar World Cup vote-fixing’

*The New York Times*

*Sepp Blatter and Other Top Officials Are Suspended, Deepening FIFA’s Turmoil*

*The Telegraph*

Fifa scandal: Jack Warner banned for life

**Fifa officials arrested in US corruption investigation**

May 2015

**Fresh bribery allegations emerge**

June 2014

Millions of new documents are made public by the Sunday Times, showing how bribes changed hands in order to secure Qatar the 2022 World Cup. Fifa claims it is taking the claims seriously.
HUMAN RIGHTS ISSUES

- Treatment of migrant workers
- Counters the goal of legitimacy
WHY WOULD A FAN GO TO QATAR?

• Having sufficient attractions, transportations, and accommodations to attract and manage fans

• Accommodate behavioral norms
WHAT WE USUALLY SEE
WHAT WE SEE IN QATAR
INTERNATIONAL FANS

2 million

310,000

1 million

?
STADIA AND GETTING THERE

- Investing billions for infrastructure
  - Building entire city
  - A light rail system
  - 8 stadia
Fan Zone Test

Men’s Handball World Championships 2015
ACCOMMODATION

- 3x capacity needed
- Cruise ships?
ENTERTAINMENT
THANK YOU

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