



GAME ON:

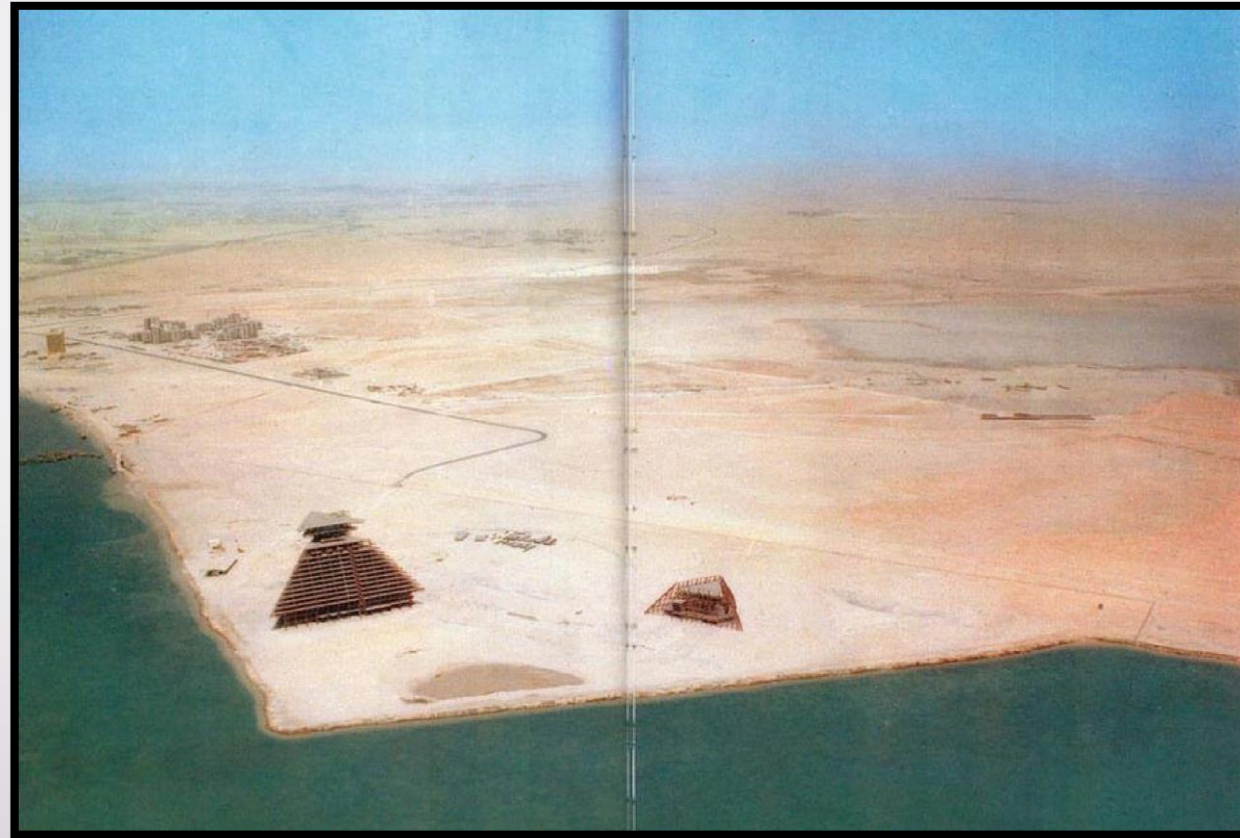
CAN QATAR DELIVER A WINNING 2022 FIFA WORLD  
CUP HOSTING PERFORMANCE?

SUSAN DUN AND VIBHAV GAUTAM



NORTHWESTERN  
UNIVERSITY  
IN QATAR

# QATAR THEN



Doha, Qatar  
1980s



# QATAR NOW



Doha, Qatar  
2014



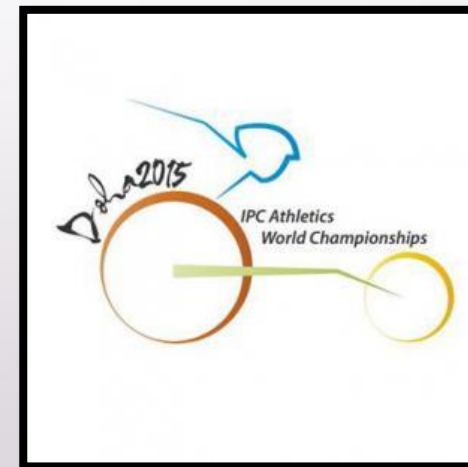
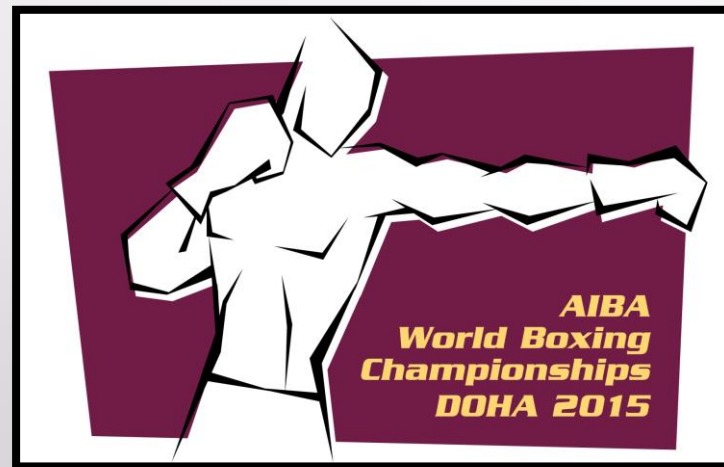
NORTHWESTERN  
UNIVERSITY  
IN QATAR

# 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'

Insight Published: 30 November 2014

Fifa officials arrested in US corruption investigation

May 2015



SECTIONS



The New York Times

SOCCER

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

By SAM BORDEN OCT. 8, 2015

The Telegraph

Fifa scandal: Jack Warner banned for life

Disgraced former vice-president and ally of Sepp Blatter has finally been punished by Fifa's ethics committee

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.



NORTHWESTERN  
UNIVERSITY  
IN QATAR

# 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



NORTHWESTERN  
UNIVERSITY  
IN QATAR

# INTERNATIONAL FANS



2 million



1 million



310,000



?



# STADIA AND GETTING THERE

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





# ALCOHOL



# FAN ZONE TEST

## MEN'S HANDBALL WORLD CHAMPIONSHIPS 2015



NORTHWESTERN  
UNIVERSITY  
IN QATAR

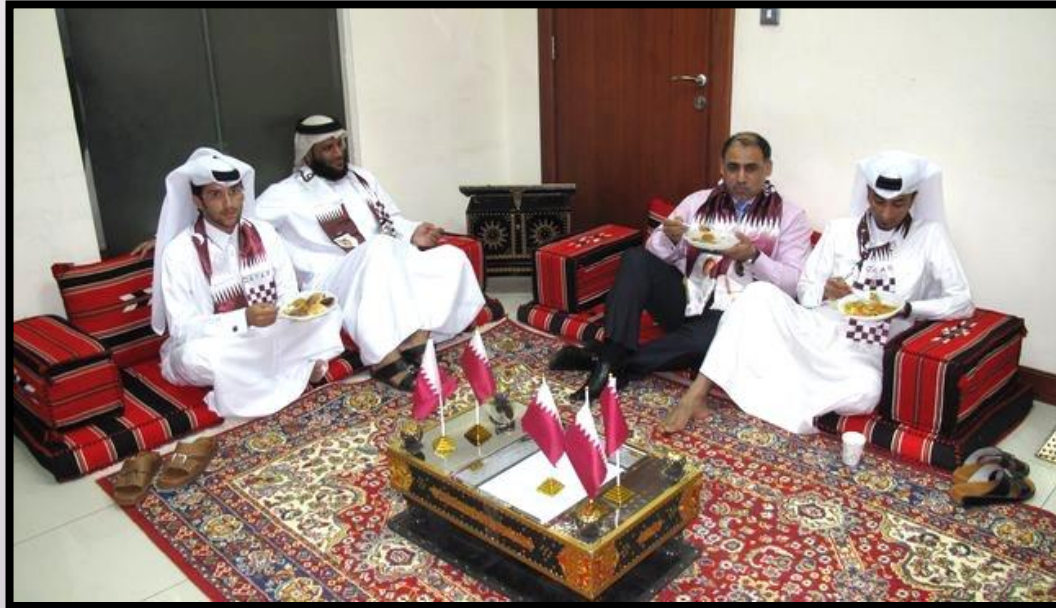
# ACCOMMODATION

- 3x capacity needed
- Cruise ships?





# ENTERTAINMENT





THANK YOU

**Susan Dun**

s-dun@northwestern.edu

**Vibhav Gautam**

vibhav@u.northwestern.edu



NORTHWESTERN  
UNIVERSITY  
IN QATAR