

## To what extent does Qatar is capable of hosting FIFA 2022 World Cup

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**Abstract:** In this paper, rather than using PEST model as the foundation tool to analysis Qatar's external factors such as political, external, social and technological, we use STEEPLE analysis as an extended analytical framework to judge the effect of external factors including ethical, legal, and environmental. By using this analytical framework, we can find out the capability and suitability of hosting FIFA 2022 World Cup. There are lots of scandals of FIFA including that this organization is involved in Bribery and corruption. Corruption is the abuse of power or position for personal gain while bribery is involvement of trading valuable items such as money as a way of impacting the final decision of an individual having a public or legal duty in possess. Many of FIFA's members seem to have concluded that their power within the organization presented a great opportunity for personal profit that they could not pass up. Every country across the globe definitely long for the opportunity to host such a mega event like World Cup as hosting it will bring benefits to their society. However, it is FIFA member's decision on which country has the opportunity and thus they should consider the advantages and disadvantages of hosting FIFA in each country impartially. The result published by FIFA in 2010 was astonishing, Qatar won the bid. It is worth wondering if Qatar, a relatively small country, has the ability to out-compete big and developed nations such as The United States? Or it is just a reflection of the corruption of the bureaucracy system within FIFA that led to this result? If it is, then what should FIFA do next in order to avoid those situation form happening again. To be more specific, how should the bidding process, bureaucracy system to be improved to for the stake of the continuity of FIFA.

### 1. Introduction

Our research is mainly focusing on to what extent Qatar is capable of hosting FIFA 2022 World Cup. When it comes to an end time FIFA announcing that Qatar has won the bidding for 2022 World Cup, defeating the U.S, Japan, Australia and other countries, there are a lot of queries on a global scale, such as 'How did this absolute monarchy on the Arabian Peninsula manage to pull off one of most compelling and controversial coups in football history?' [7] Many experts who have already predicted that other bidders might have a bigger chance to win actively happened to doubt whether FIFA has played a decisive role on selecting the final winner. The result seems to be surprising for most of the fans since it is obvious that America or Australia, even Japan may be a better fit country to host a grand sports event. However, standing on other perspectives, it is not totally surprising. First of all, everyone knows Qatar is an extraordinary rich country. A Forbes study published earlier this year found the Gulf nation's GDP per capita to be higher than anywhere else on the planet. It is a country awash in petrodollars; its Doha skyline looks like something out of The Jetsons.[16] As he also mentioned, "If wealth is power, then the Qataris have some serious muscle to flex." In this situation, Qatar is just flexing their muscles in acquiring the rights to be successful in winning the bidding rights to host 2022 FIFA World Cup. In order to explore deeper on how much they have planned to spend on hosting the World Cup, it is hard to know exactly how much money Qatar spent on their 2022 World Cup bid, but The Guardian estimates the amount to have been slightly less than \$200 million in public funds. Any

private money that was spent is simply untraceable. It is unimaginable that this is an unbelievable amount of finance to be invested on just hosting a 4-week sports event. Australia, by comparison, spent just \$42.7 million on its bid; the United States spent less than \$5 million. England, in its 2018 bid, allocated \$24 million to the process—an amount that was widely decried for being excessive. Still, it might have been, but it was far too little to secure a World Cup.[7] As other sources support, in the glamorous circles of the Executive Committee, parsimony and thrift are uncomfortably out of place. They get nothing done whatsoever. Their practitioners are viewed as insulting, and their proposals are ultimately disregarded.

In this way, Qatar's financial strengths have been further becoming a non-negligible and considerable factor to determine the host country. China's economist Shuangshi Qu also mentioned that FIFA is exactly choosing the 'money' from Qatar since it is known that FIFA was seriously affected by bribery issues' concern. Professor Bruce W. Bean found that corruption in FIFA organization has indeed happened and can be proven with sufficient evidence. He suggests that International Corporate Governance Standards is required in order to prevent corruption within the organization from happening again. This also leads to an idea that FIFA will be easily controlled through strong financial power, which revealing that bribery is really needed to be strictly putting a period on it. At the same time, besides the financial investment from Qatari government, in the process of bidding for 2022 World Cup, lobbying really plays an essential role to determine the result. As Kuper wrote at the time, "Lobbying wins World Cups." And while everyone lobbied the Executive Committee members, no one did so to Qatar's extent. Obviously, lobbying can take many different forms. It can look like a trip, a dinner, a swanky hotel, an infrastructure project—those things that are legal, even though they are quite clearly meant to steer influence. This is where it comes back to the factor of absence of Western-style democracy. While the likes of England, Australia and the United States might have had some ethical qualms about the grey area between "gift" and "bribe," Russia and Qatar had no such hang-ups.[7] At the same time of the presence of lobbying FIFA, as Simon Kuper wrote for AskMen.com the following November, "A disgruntled lobbyist from another bidding country sent out an email saying: 'As far as memory goes, it is the very first time that a congress excludes 99% of bidding nations from being present, and at the same time offers its forum to only one nation.' [7], which also emphasizes the CAF has been effecting the final decision making for FIFA. In early 2010, some months before the 2018 and 2022 World Cup tournaments were awarded, the Confederation of African Football (CAF) held its annual general meeting in Libya. Knowing the CAF was strapped for cash, Qatar put up the money for the event. They sponsored the congress. And in return, they were allowed to present their World Cup bid to the delegates with a vote on FIFA's Executive Committee.[16] It is reasonable to be estimated that when the Executive Committee convened to vote on the World Cup hosts, it's more than likely the Africans came through for Qatar. Another point which was mentioned by experts from the Bleacher Report, a well-known sports news publisher, is that what's fascinating about Qatar's successful bid is just how resounding its victory was. After the first round of voting, Qatar already had as many supporters as its three rivals combined, and as Australia, Japan and South Korea were discarded in succession from the ballot, Qatar continued to gain votes. In the end, the United States was defeated, 14-8. The last victory for Qatar has seemed to be much more reasonable and predictable since the ending of first round's voting.[9] Different from all the other scholar's researching on how Qatar winning the bidding for 2022 FIFA World Cup, in our research, we will also analyze the impact bringing from other area through the use of STEPPLE , like social factors raising from Qatar's bidding which greatly fits FIFA's promotion slogan, political factors ranging from cultural, religion and historical perspectives, legal factors such as the potential ban on the alcohol consuming because of their religion background. We aim to make the research on the factors which lead Qatar to win the bidding more comprehensive, providing readers with a wider range of explanation on decisive factors which finally lead to the victory of Qatar.

## **2. Paper organization**

The remainder of the paper is organized as follows: Section 3 describes the background information about Qatar; Section 4 conducts a thorough STEEPLE analysis of Qatar; Section 5 compares Qatar with other countries Qatar out-compete during the final bidding process in 2010. The last Section 6 presents our conclusions.

## **3. Brief insights of Qatar**

Qatar, located in western Asia with a total population of 2.881 million, has its opportunity to host FIFA 2022's World Cup. Islam is the main religion in this country which 90% of citizens in Qatar are Shi'a Muslims and 10% are Sunni Muslims. This country is well known for having a large reserve for natural gas and is the second-largest natural gas exporter country. Thus, Qatar is one of the richest countries in the world which is ranked among the top ten richest countries on world rankings for 2015 to 2016 compiled by the World Bank. Qatar is also predicted by Trading Economics global macro models and analysis exceptions that GDP per capital will reach 61940.00 USD by the end of 2021. Relating to its culture in soccer, Qatar wasn't been recognized by its long-standing history of soccer as it was first introduced in 1950s. Qatar's players are even not qualified enough to compete with others on the world stage due to this country is only ranked 51th in FIFA's world rankings in November, 2021. Moreover, before Qatar was confirmed to be the hosting country of FIFA 2022's World Cup in 2010, this country only had one venue that reached FIFA's requirement.

## **4. STEEPLE analysis of Qatar**

### **4.1 Social:**

According statistics by My life elsewhere, living in Qatar is 18.6% cheaper than living in US. Although people do not need to stay for a long time during the World Cup, transportation is necessary. Due to the fact that consumer are not only local citizens but some of them may come from other side of the world, they are not familiar with the local transportation routes. Transportation methods like taking taxi or public transportation should be provided by local government for those fans to have a better experience, meaning that a cheap, convenient transportation should be available. Qatar, the country with a massive amount of oil and nature gas reserve had found it easy to provide a cheap price in transportation. In Qatar, a gallon of gasoline only costs 1.63 USD which is lower than most of other countries. Take US for example, the same amount of gasoline cost 2.62 USD in America which is 37.8% higher than Qatar. The low gasoline cost results in a relatively lower price for transportation as gasoline is the fundamental element to make cars move. To be more specific, tax trip in downtown area of 5 miles is 5.68 USD in Qatar. Again, take US as example, it is 66.3% lower than the trip when same amount of distance traveled by taxi in America--16.83 USD in total. Other than transportation cost, cost like housing, restaurants, or even groceries are lower in Qatar than in US. Fans arrive from all over the world will gain benefit from the relatively low cost of daily expenditure which would lead to the increasing amount of satisfaction of participating in this event.

### **4.2 Technological:**

Qatar has come up with a lot of new technologies which can be used in 2022 Qatar World Cup, including continuing the use of VAR and some artificial intelligence working as assistant referees to help make decisions on some game choices and some new technologies being implemented to the field, such as stadium technologies like air-conditioning systems to keep the stable temperature for all the players. At the same time, outside the game, for fan-based services, including hotel, restaurants and transportation services, Qatari government has committed to invest a great number of available high-tech to develop efficient services and higher quality of fans experience during 3 to 4-week trip in Qatar. However, at the same time, Japan, as a strong rival for bidding the 2022 World Cup, on the whole, the main characteristic for them is that the Japanese proposal is defined by its pledge to bring

the FIFA World Cup hurtling into the modern world, with a host of new technological innovations, which is also the most obvious advantage in a bigger picture. In general, Japan is the land of state-of-the-art technology with an economy built on innovation, such as an 'app' which spectators can use to instantly access information on players, which is planned to be used in the court. Japan is never stopping the steps to move forward on desire for technological advancement. If Qatar can put more efforts on developing the technologies which can be operated on the football fields to improve the game quality and fluency, it may show their devoted investment since there is obvious high cost to improve the technology for every bidder. At the same time, FIFA World Cup as a global stage, it can also work as a platform to show their country's comprehensive and advanced technological development. With all the information above, it is obvious that technological strengths are not the decisive factor which leads to the success bidding for 2022 World Cup.

### **4.3 Economical:**

This country is well known for having a large reserve for natural gas and is the second-largest natural gas exporter country. Thus, Qatar is one of the richest countries in the world which is ranked among the top ten richest countries on world rankings for 2015 to 2016 compiled by the World Bank. Qatar is also predicted by Trading Economics global macro models and analysis exceptions that GDP per capital will reach 61940.00 USD by the end of 2021. Relating to its culture in soccer, Qatar wasn't been recognized by its long-standing history of soccer as it was first introduced in 1950s. Qatar's players are even not qualified enough to compete with others on the world stage due to this country is only ranked 51th in FIFA's world rankings in November, 2021. Moreover, before Qatar was confirmed to be the hosting country of FIFA 2022's World Cup in 2010, this country only had one venue that reached FIFA's requirement.

Why did Qatar desperately want to win the bid for having the opportunity to host FIFA World Cup in 2022 if this country is already very wealthy? Or in other words, to what extent are different stakeholders in Qatar benefits due to the opportunity for Qatar to host FIFA World Cup in 2022? Standing from workers' perspective, hosting an event like FIFA World Cup undoubtedly provides a lot of job opportunities (mostly short term) in the country. As a lot of infrastructures are required such as accommodations, venues or even transportation systems, leading to a tremendous increase in demand for labor forces. A decrease in unemployment rate in a country will also lead to other benefits. As more people have job, their disposable income increases which has the potential to create an economic boom. While disposable income for each individual in an economy increases, firms can hire more workers and be profitable at the same time due to demand for consumption increases. Moreover, due to the production of those infrastructures are categorized as capital goods that society produce more benefits by using those type of goods, the country will be beneficial in the long run. The existence of those infrastructure will stimuli Qatar's economy which will results in an increase in GDP per capital. These effects can be seen through the 2002 World Cup, which was jointly hosted by South Korea and Japan. It is reported by Lee and Taylor (2004) that more than 31,000 jobs were created in various sectors such as recreation and shopping. This assisted the generated economic impact of approximately \$1.35 billion in output, with an additional \$1 billion directed to income and value collectively. Data from past FIFA World Cup events identified that countries hosting this event experience an expansion in multiple economy sectors and increase its GDP. Standing from country's perspective, hosting FIFA World Cup provides Qatar an opportunity to improve international perception. Social media will provide a bulk of international exposures of the hosting country for example, culture, environment, and living standards. By exposing and the raising of international perception, it will attract tourists. As the diagram 1 provided by The World Bank showed below, Germany has a 10 % increase in number of tourists arrived after it host the 2006 FIFA World Cup.[19] To be more specific, not only government will gain a better figure, tourism within the country will also be developed. In order to become a developed country, development of tertiary sector industries such as tourism is necessary. As I mentioned previously, Qatar is a country that depend a lot on exporting natural gas and oil, about 57.7% of the entire economy (diagram 2). However, those resources are non-renewable and can be used up, over-dependent on those resources has a great chance

to end up tragically like incidence happened in Venezuela. Standing from citizen's perspective, their living standard are improved due to the hosting of FIFA World Cup. An introduction to more convenient transportation, modernized buildings, employment opportunity and so on have improved citizen's living standard in many aspects. However, what would the improvement of citizen's happiness be beneficial to the economy? There is a study conducted by a European psychological technology that 1% happier workforce could boost the UK economy by £24bn a year. Happiness of citizen's is undoubtedly a crucial factor that effect the economic well-being of an economy.[15]

#### **4.4 Environmental:**

FIFA World Cup is often hosted in Northern Hemisphere in summer where there is no hazard climate that will impact to players' well-being on the field and fans' health. However, due to the geological location of Qatar as I mentioned above, the influence of temperature is disastrous. According to Weather Spark, the hot season in Doha, the capital of Qatar, lasts for 4.4 months, from May 11 to September 24, with an average daily high temperature above 100°F. [13] The hottest month of the year in Doha is July, with an average high of 106°F and low of 88°F. Moreover, climate in Qatar in summer is irresistible not only because the high temperature but also its combination with a high humidity in air blowing inland from the sea. As our body is sweating in order to reach homeostasis, heat is taken out from our body by sweat and then evaporate. However, when air is humid, sweat is hard to evaporate so that it is hard to maintain a steady body temperature, overheating of athletes' body will occur and may lead to a heat stroke.[14]

#### **4.5 Political:**

First of all, obviously, this is the first time for FIFA bringing the World Cup to the Middle-East of Asia, which is widely approved as a milestone along the tournament's history. As the first time that a Middle Eastern country will be hosting the World Cup. This is an opportunity for Qatar to share with the world their vibrant culture and values, all while created a long-lasting legacy that will be associated with Qatar for many years to come. [17] From cultural perspective, the World Cup is never just about football games, it has been always contributed to promote world peace and harmony, as well as other political purposes. The concept of globalization which has been frequently mentioned in various international conferences will be perfectly interpreted through Qatar hosting the World Cup. On the contrary of repeatedly hosting tournaments in the American and Europe continent, FIFA has been continuously encouraging Asian countries to be engaged in the hosting of the grand sports event. This is also FIFA's idea of using football to unite the whole world, collaborating with the host country to promote the world to become more united. For Middle-east of Asia being such a historical area, Qatar can also show its national strength on being the leader to encourage countries in middle-east to become more opened up to the rest of the world. Time traced back to the 20th century, during the Cold War time period, in the middle-east of Asia, the creation of Israel must be the most representative issue. Islamic and South Asian nationalism, first awakened in the era of the first World War, triumphed in the wake of the second, bringing on in the years 1946–50 the first great wave of decolonization.

The British and French fulfilled their wartime promises by evacuating and recognizing the sovereignty of Egypt, Jordan, Lebanon, and Syria in 1946 and Iraq in 1947. Chief among these was the Arab-Israeli dispute. In this way, standing from country's perspective, hosting FIFA World Cup provides Qatar an opportunity to improve international perception. Social media will provide a bulk of international exposures of the hosting country for example, culture, environment, and living standards.

However, Qatar's plans for the 2022 World Cup are not without controversy. More specifically, many are worried about political instability in the region, corruption scandals, human rights abuses and Qatar's ban on alcohol. Several Arab states in the Gulf have imposed an air, land and sea blockade on Qatar since June 2017. Many are concerned about what this means for transfer routes, and the potential escalation of current problems could lead to greater construction consequences. The blockade comes after the Qatari government confirmed that two-thirds of its World Cup projects would be completed by 2020. Owing to the current blockade, the project timetable is unlikely to be completed

within the projected framework due to the shortage of resources. If the crisis escalates, visitors to the games will face serious security and cost concerns. Qatar must resolve its diplomatic problems quickly to get its economy moving again. There are huge human rights concerns about the current situation of the construction workers hired to complete the World Cup stadiums.[17] A number of international organizations have condemned Qatar's treatment of 1.6 million migrant workers who are building stadiums. Qatar has promised to improve the safety and living standards of migrant workers, but policies have yet to be implemented and human rights groups are skeptical. If the heat topic which related to the human rights issue cannot be resolved on time, the publicity of the Qatari government will get ready to be in the face of unprecedented public pressure.[17] Another concern on the alcohol ban also raises global awareness, Qatar has a blanket ban on alcohol, not a trivial problem considering that many of the World Cup's major sponsors are alcohol producers. Qatar is hosting its first dry tournament, which could have a major impact on World Cup fans' decisions. FIFA said it was working to address the issue but was unlikely to change the Qatari government's policy. Maybe they can have a serious meeting with the government to come to an agreement on how to deal with the availability of alcohol for only fans overseas or just directly setting up some areas functioning for alcohol-consuming areas.

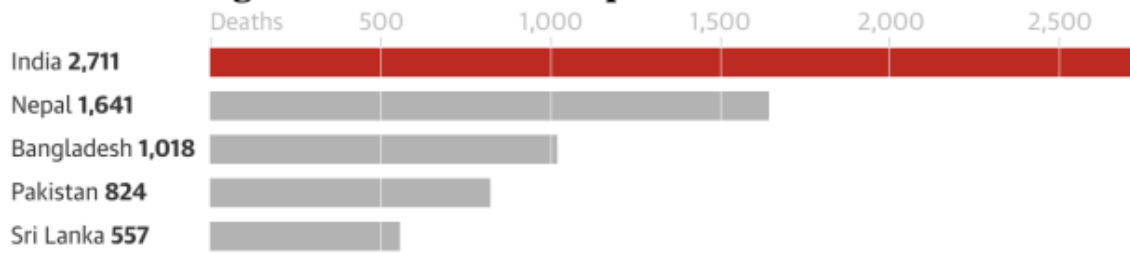
#### **4.6 Legal:**

In the legal perspective, the sport of soccer or FIFA has a lot of bribery and corruption. FIFA exclusive team votes on which country hosts the world cup, they must consider environmental, political, and other aspects to determine whether it is hospitable to host the World Cup in that country. However, during the process of voting, a lot of country may bribe those bureaucracy to vote for their country because the benefit of the local economy is countless which generates billions of dollars in revenue from corporate sponsors, broadcasting rights and merchandising. It is worth wondering how did a country like Qatar, with almost none football culture, hazard climate, beaten other countries that possess greater bids. Bribery has come up to people's mind when they heard the decision made in December 2, 2010 in Swiss city. Although FIFA itself denied the occurrence of bribery, truth unravel when time eclipses thanks to the investigation of private investigators, journalist and et cetera. According to leaked documents obtained by The Sunday Times, Qatari state-run television channel Al Jazeera secretly offered \$400 million to FIFA, for broadcasting rights, just 21 days before FIFA announced that Qatar will hold the 2022 World Cup.[12] There are also other evidences that accuses FIFA officials taking bribery, leading to a surprising result of the final selection made by FIFA. International organization like FIFA definitely should have the scandals of taking bribery due to its negative impact globally which people might be questioning the authority of FIFA thus results in a change in preferences of consumers, lowering the demand for watching FIFA World Cup and decrease the total revenue earned dramatically. [11]

#### **4.7 Ethical:**

The Guardian reveals that more than 6,500 migrant workers from India, Pakistan, Nepal, Bangladesh and Sri Lanka have died in Qatar since it won the right to host the World Cup in 2010. The following diagram shows the number of construction workers sacrificed for building new venues in Qatar. The International Labor Organization has described the workers as modern slaves, with Nepalese workers dying at an average rate of one per day. (Pattison, 2013).[10]

## There have been 6,750 deaths of south Asian migrants since Qatar was awarded the right to host the World Cup in 2010



Guardian graphic | Source: Supreme Council of Health (Qatar), Embassy of India (Qatar), Embassy of Nepal (Qatar), Foreign Employment board (Nepal), Wage Earners' Welfare Board (Bangladesh), Embassy of Sri Lanka (Qatar). Figures 2011 to late 2020 for nationals from India, Nepal, Bangladesh and Sri Lanka. Pakistan figures from 2010 to 2020

Figure 1. Number of deaths of south Asian during construction of stadiums for 2022 World Cup in 2010

## 5. Comparison with other bidding countries

In order to make a deeper analysis on what actually happened in the bidding process for qualification to host 2022 FIFA World Cup, we must breakdown the voting made in 2010. According to The Guardian, Australia, Japan, USA, South Korea, and Qatar is qualified and entered the final voting process which contains four rounds. Ultimately, USA and Qatar compete for the qualification of hosting the 2022 FIFA World Cup which Qatar won this competition with an absolute advantage-- 14 votes to 8 votes (total 22 votes). As Qatar out-competes other countries easily, what are some advantages that FIFA officials saw in Qatar that other countries do not have?

### 5.1 The U.S

USA, the most competitive country among those four, is located in North America with 9.8 million square kilometers of total area. It is one of the most developed countries among the world which hold 29.4% of the total wealth in the world. As US is a highly developed nation, cost of living such as daily expenditure is extremely high. According statistics by My life elsewhere, living in Qatar is 18.6% cheaper than living in US. Although people do not need to stay for a long time during the World Cup, transportation is necessary. Due to the fact that consumer are not only local citizens but some of them may come from other side of the world, they are not familiar with the local transportation routes. Transportation methods like taking taxi or public transportation should be provided by local government for those fans to have a better experience, meaning that a cheap, convenient transportation should be available. Qatar, the country with a massive amount of oil and nature gas reserve had found it easy to provide a cheap price in transportation. In Qatar, a gallon of gasoline only costs 1.63 USD whereas a gallon of gasoline costs 2.62 USD in America which is 37.8% higher than Qatar. The low gasoline cost results in a relatively lower price for transportation as gasoline is the fundamental element to make cars move. To be more specific, tax trip in downtown area of 5 miles is 5.68 USD in Qatar which is 66.3% lower than the trip when same amount of distance traveled by taxi in America--16.83 USD in total. Other than transportation cost, cost like housing, restaurants, or even groceries are lower in Qatar than in US. Fans arrive from all over the world will gain benefit from the relatively low cost of daily expenditure which would lead to the increasing amount of satisfaction of participating in this event. Second advantage Qatar has is its geographical location. FIFA officials have noted the importance of hosting the game in Middle Eastern as this is the first time World Cup had been held in the Middle East. "It will come for the first time to a region brimming with sporting potential and passion. More than 435 million Middle Easterners will be waiting for the Game in 2022" (FIFA, n.d.). A high passion and demand for local citizens to the World Cup will undoubtedly create a higher saliency image of the the soccer culture in Qatar. Thus, FIFA can gain more profits by selling ancillary

goods such as athletes' jersey, drinks and so on. The third advantage of Qatar that out-competes US is the enthusiasm that Qatar has in possession of. Since hosting those mega events will benefit the economy no matter in which country, US also desires the opportunity to host 2022 FIFA World Cup. However, as mentioned above, US is a highly developed country even without hosting this type of event. On the other hand, Qatar desperately needs this opportunity as it must expand its' tertiary sector including tourism. As discussed above, Qatar's economy depends a lot on exporting oil or nature gas. Unpredictable events may occur such as pandemic will lead to a massive decrease in oil price. Those nonrenewable resources will eventually be used up so Qatar must come up with solutions to be more sustainable and stable in their economy. For example, in Venezuela, a country over-dependent on exporting oil, suffer and have tremendous negative consequences such as hyperinflation due to the significant drop of oil price in the market because of the discovery of crude oil in America. Thus, Qatar desperately needs to develop its other sector of economy like tertiary sector in order to transit from a developing country to a developed country. Those are Qatar's primary goals that must be achieved as soon as possible. As a result, governments of Qatar must allocate a large number of resources in order to achieve this goal. For example, high technology stadium, convenient transportation or other advanced facilities will be built. In comparison, America do not have that much incentives to allocate as much resources as Qatar do to host this event as they are already a developed nation.

However, there are also some disadvantages of Qatar compared with the US. As United States is one of the most developed countries in the world, there are a lot of available venues that match the standards of FIFA and can be used directly. However, compared with Qatar, when the decision is made in 2010, there is only one stadium in Qatar that matches the requirement of FIFA. As a result, lots of construction process must be applied which will produce negative production externality during the construction process. The second issue is the hazard climate in Qatar. FIFA World Cup is often hosted in Northern Hemisphere in summer where there is no hazard climate that will impact to players' well-being on the field and fans' health. However, due to the geological location of Qatar, the influence of temperature is disastrous. According to Weather Spark, the hot season in Doha, the capital of Qatar, lasts for 4.4 months, from May 11 to September 24, with an average daily high temperature above 100°F. The hottest month of the year in Doha is July, with an average high of 106°F and low of 88°F. Moreover, climate in Qatar in summer is irresistible not only because the high temperature but also its combination with a high humidity in air blowing inland from the sea. As our body is sweating in order to reach homeostasis, heat is taken out from our body by sweat and then evaporate. However, when air is humid, sweat is hard to evaporate so that it is hard to maintain a steady body temperature, overheating of athletes' body will occur and may lead to a heat stroke. In contrast, climate in US is relatively more hospitable for athletes' performance on the field. There is also an absolute disadvantage of Qatar related to its culture. As citizens in Qatar are mostly Muslim, commodities like alcohol is forbid within the country. However, profits gained by selling alcohol is a major component of ancillary products as fans usually prefer to purchase alcohol while they are watching the game in the stadium or inside a club. Whereas in US, alcohol is allowed which would increase consumer's experience and at the same time, increase the number of profits produced.

## **5.2 Australia**

Firstly, according to the statistics, the moving area from Asia to Europe between the 2002 and 2006 World Cups saw a 9% fall in the total television audience for the tournament, meaning that it reflects the greater proportion of global football audience is based on mostly Europe or South America. During FIFA World Cup, if the host country is in Asia, there must be jet lags for the audience in other areas in the world, especially for the South American fans if the World Cup comes to Australia, the time difference is significantly large, which is between 10-12 hours. Historically researching, Australia is widely approved as one of the strongest teams in football in Asia continent after it has been involved in AFC (Asian Football Confederation) a few years ago. In this way, Australia has an advantage in that it will boast friendly kick-off times for the majority of the Asian continent, which can only have a positive effect on those statistics, which is closely connected with the event revenue for hosting the World Cup. Given that a Fifa earn millions of dollars from attracting global sponsors based on such



figures, it should be a key consideration in their decision making where to host. Geographically, in order to promote globalization in sports industry, bringing up the FIFA World Cup to not only Asia but also Oceania will successfully build up a potential bridge to develop the game further. With having proved by 2000 Olympic Games, the country's capacity for hosting major sporting events, which has a history of doing superbly well. Comparing with Qatar, a newbie bidder for grand sporting events, Australia definitely has more experience on organizing as well as management abilities, which will absolutely guarantee the quality of the events. However, on the contrary, geographical isolation from the rest of the world could also present a bit of a problem, though tourists don't appear to have reservations about traveling half-way around the world to enjoy the country. Are they willing to do so just for a four-week tournament? That remains to be seen. At the same time, although Australia can also ensure the limitless infrastructure and high productivity to operate the game just as the U.S can do, who is another outstanding candidate for bidding, Australia don't really have a such "WOW" factor which can impress FIFA Committee. For example, for the final winner, Qatar, it is exactly their inspiring dedication to bringing the tournament to the Middle-East of Asia.

### **5.3 South Korea**

As another competitor in Asia, Korea has already proved that it can host major sports events with the 1988 Olympics in Seoul and by co-hosting the 2002 World Cup with Japan. Domestically, football has been rapidly growing since 2002, including brilliant Park Ji-Sung first time made it to the Premier League for the Manchester United. The football culture is also strong and motivated which continuously catalyzes the development in Korean football, especially youth players reserve. It is widely believed that 2022 World Cup will further help Korean and Asian football to grow again.

In order to show their strengths, Korea has cutting edge stadiums and facilities like hotels, transportation and communications so they could literally host the World Cup right now. Meanwhile, South Korea is definitely a smaller country which won't bring any problems with transportation or traveling for both players and fans. From cultural perspective, the World Cup is never just about football games, it has been always contributed to promote world peace and harmony. Korea, which is the only divided country in the world, must be the best place to host the tournament which perfectly illustrates what football brings to us is passion that unites the whole world. Last but not least, Jung Mong-Jun, vice president of Fifa, gave up running for president of the organization and instead devoted himself to the 2022 bid. Just as Blatter mentioned, "We all remember the 2002 World Cup as an exciting festival for everyone and we are really looking forward to be appeared once more." In contrast, Korea already hosted a World Cup since the turn of the millennium, so some voters might believe it is too early to take the event there again just 20 years later. Therefore, sometimes, hosting experience can also cause some side effects. Secondly, the Australian and Qatari have merit in that they have never hosted a World Cup. Even for the United States, 1994 World Cup there was globally recognized as the most successful World Cup commercially.

### **5.4 Japan**

It was 2002 when Japan joined with South Korea to hold Asia's first ever World Cup. Although it is overall pretty successful for the FIFA World Cup first time appearance in Asia, there were still some disappoint elements in Japan who felt that they definitely could have done better on their won. With the extremely rapid and marvelous development in football field, Japan is undoubtedly a nation that feels it deserve a chance to host the World Cup on its own. On the whole, the main characteristic for them is that the Japanese proposal is defined by its pledge to bring the FIFA World Cup hurtling into the modern world, with a host of new technological innovations, which is also the most obvious advantage in a bigger picture.[15] In general, Japan is the land of state-to-art technology with an economy built on innovation. All the revolutions start from creating an 'app' which spectators can use to instantly access information on players when pointing it towards them, to installing 200 high-definition cameras around the pitch to offer a full 360-degree perspective during the game. Japan is never stopping the steps to move forward on desire for technological advancement. At the same time,

FIFA World Cup as a global stage, it can also work as a platform for Japan's high-speed trains, world-class hotels and decent record on security and crime which can also be revealed through it.

Also, Japan's tourism industry is really advanced which is globally known as one of the most comfortable countries to be visiting. Not only the climate and environment are just so enjoyable, but also people there are always known for their friendliness.

On the other hand, just as what I said for Korean bidding, it just seems too close between 2002 and after 20 years, the World Cup comes back again. It is quite unfair for other countries who have been waiting for way longer. Meantime, if Japan wants to have a second chance hosting the events, whether they can give out a proposal with impressing "Woeful" ideas is really determining the decisions FIFA is going to make.

## 6. Conclusion

With all the analysis above, we concluded that although Qatar hasn't been able to show its outstanding or 'wow' factors which will guarantee on its victory of the bidding, with the obvious political efforts it has made for several years and its obsession to win the bid, Qatar deserves the rights to host the grandest sports event in the world. However, through our analysis, we still found out something which deserved to be noticed--the bribery issue.

On the side for FIFA, soccer's international governing body, FIFA, has been embroiled in a corruption scandal for the past several years and it remains ongoing. Corruption is the abuse of power or position for personal gain, and both seem to be in play in the FIFA scandal.[18] At the center of the corruption were FIFA officials who accepted bribes in exchange for selection to host the 2010 World Cup, broadcasting rights, merchandise, and sponsorship. Greed and dishonesty seem to have pervaded the organization and launched a coordinated investigation across 33 countries. Many of FIFA's members seem to have concluded that their power within the organization presented a great opportunity for personal profit that they could not pass up.[18]

On the other side during a really decisive process of voting, the occurrence of bribery and corruption also greatly impact the final results. FIFA exclusive team votes on which country hosts the world cup, they must consider environmental, political, and other aspects to determine whether it is hospitable to host the World Cup in that country. However, during the process of voting, a lot of country may bribe those bureaucracy to vote for their country because the benefit of the local economy is countless which generates billions of dollars in revenue from corporate sponsors, broadcasting rights and merchandising. It is worth wondering how a country like Qatar, with almost none football culture, hazard climate, beaten other countries that possess greater bids. Bidding to host the World Cup is a fierce competition because hosting can have a large economic impact for the host nation, along with the prestige of hosting a major sporting event.[18] Hosting a World Cup involves large upfront expenses. But for some host nations the event can spark a boom in tourism and strengthen the reputation of a host nation for international investment and long-term economic growth. [18] Bribery has come up to people's mind when they heard the decision made in December 2, 2010 in Swiss city. Although FIFA itself denied the occurrence of bribery, truth unravel when time eclipses thanks to the investigation of private investigators, journalist and et cetera. According to leaked documents obtained by The Sunday Times, Qatari state-run television channel Al Jazeera secretly offered \$400 million to FIFA, for broadcasting rights, just 21 days before FIFA announced that Qatar will hold the 2022 World Cup.[10] There are also other evidences that accuses FIFA officials taking bribery, leading to a surprising result of the final selection made by FIFA. International organization like FIFA definitely should have the scandals of taking bribery due to its negative impact globally which people might be questioning the authority of FIFA thus results in a change in preferences of consumers, lowering the demand for watching FIFA World Cup and decrease the total revenue earned dramatically.

In a long-term view considering, bribery will also cause some future challenges or threats to impact both FIFA and the World Cup itself. First of all, due to the existence of bribery in the process of bidding which country is qualified to host FIFA World Cup mentioned above, authority of FIFA is gradually decreasing. Big countries like US will question the authority and might quit the selection

which their decisions will also impact on smaller countries' decisions, FIFA will thus have a hard time in organizing the game in the future. There should be a change in the system of selecting hosting country which should be transparent and each country has equal chance to host. No bribery should occur during the process which FIFA can set laws that prohibits and reinforce the consequences of bribery. FIFA officers that are involved in bribery should be expelled and country that involved in bribery should be eliminated permanently from hosting the game ever again. Both of them should be required to pay a massive amount of fine for this action. Moreover, a lot of stadiums that are built for the World Cup may be abandoned by the government. Countries like Brazil and Argentina used to host World Cup and build a lot of stadia but after the event, as visitors went away, those stadia are not used efficiently. However, it requires a large amount of money for maintenance cost which government cannot afford. As a result, in some small countries, hosting the FIFA World Cup even did not allow them to pay for the construction cost of those expensive stadiums. As those situations happen, less countries are willing to bid for the qualification of hosting the World Cup as it will have negative impact on the economy.

To sum up, as FIFA World Cup is a grand event which really attracts public attention, not only the management of public assembly events is really an issue that the general public will be paying attention to, behind the scenes, but also there are a lot needing to be taken care of. Therefore, ranging from finance to safety management, marketing sales to operations management, including the ethical and moral objective, all of the fields need elite directors and employees to finish all the related tasks. Last but not least, on the perspective of venue management, time and space is still a vital point to be discussed during planning for the FIFA World Cup, which cannot be overlooked. The bribery issue, so as to ensure the future development of FIFA World Cup, should be resolved as soon as possible and FIFA needs to respond to international gossip to protect its reputation and fame for all the supporters and fans.

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