






Sports Tourism as a Catalyst for Achieving Sustainable Development Goals (SDGs)

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ABSTRACT

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This study sought to assess the successful implementation of the Sustainable Development Goals (SDGs) in relation to sports tourism in Qatar, using a qualitative research design. The research methodology included 25 interviews with experts and specialists in the field, whose expertise and knowledge of sports tourism and sustainability was likely to be taken into account. The study also included a literature review, which was likely to involve the identification and analysis of relevant academic journals and books, as well as historical analysis and critical discussion, to ensure that the sources were relevant to the research topic and the recency of publication was taken into account. In addition, a historic analysis was conducted to gain a deeper insight into the evolution and development of the sports tourism sector in Qatar. The extent of the historical analysis is likely to include significant events, policies and changes that have affected the integration of sustainable development objectives (SDGs) into the sports tourism industry. The qualitative data analysis process was carried out using NVivo software. NVivo is a quality data analysis tool that facilitates the organization, coding, and analysis of large volumes of qualitative information." The results of the study suggest that Qatar has made excellent progress in the implementation of the SDGs and the adoption of sustainable practices in the sports tourism industry in Qatar. The results also demonstrate the effective collaboration between various stakeholders in Qatar that has contributed to the achievement of sustainability objectives. This study adds to the literature of how different countries have successfully implemented the SDGs in the context of Qatar's sports tourism, while also addressing the challenges they faced. The specific strategies employed by Qatar offer valuable insights to directors, practitioners and policy makers in the fields of sports tourism. This study seeks to bridge the gap between literature and practice by examining the drivers that influence hospitality and sports tourism in Qatar, particularly in the context of the 2022 World Cup. The results of the study provide insight into the future prospects of sports tourism in Qatar and offer practical guidance for the development of the sector.

1. INTRODUCTION

This study aims to provide an in-depth analysis of the implementation of Sustainable Development Goals (SDGs) in the context of Qatar's sports tourism. The main focus of the study is to analyze the strategies used by Qatar and the results obtained in adopting sustainable practices in the sector. By filling an important gap in the literature, this study will provide insight into the drivers that influence hospitality and sports tourism in Qatar, especially as the country gears up to host the 2022 World Cup. Additionally, the study will provide practical implications as well as future directions for the development of sports tourism both in Qatar and globally. In recent years, tourism has grown significantly and is now one of the main driving forces in global trade. This sector includes a variety of activities, such as tour companies, transportation companies, hotels, entertainment equipment production, handicrafts and sports tourism. Despite this growth, the wealth and development of the tourism sector is still concentrated in a few

countries [1].

Tourism is an independent industry that generates economic benefits for host areas by attracting visitors to specific destinations. It contributes to the economic development of countries by generating income through tourism visits and expenditure. It is also a key factor in attracting investors, creating new projects, and supporting infrastructural developments. Tourism also creates employment opportunities in various sectors such as hospitality, entertainment, transport, and local services such as selling archaeological souvenirs, handicrafts, etc. Tourism also promotes cultural exchange, reduces barriers between different communities, and facilitates the acceptance and growth of different societies. According to the World Tourism Organization, by 2020, international tourist arrivals are expected to exceed 1.5 billion, while corresponding expenditures are expected to exceed 2,000 billion euros, reflecting impressive annual growth rates [2].

With the 2022 World Cup just around the corner, it's

essential to understand how Qatar is embracing sustainable practices and aligning with Sustainable Development Goals (SDGs) in the world of sports tourism. The goal of this study is to gain a better understanding of Qatar's approach to sustainable development and how it can be applied to other destinations. This will help bridge the knowledge gap between Qatar and the rest of the world, paving the way for a more sustainable future for the tourism industry. To sum up, this study aims to provide an in-depth look at Qatar's strategies and how they are embracing sustainable development in the world of tourism. The goal is to contribute to existing literature, present practical implications and provide future direction for the development of the tourism industry in Qatar and across the globe. By understanding the forces that shape hospitality and the world of tourism in Qatar, we can better prepare for the future of the industry.

Sustainability is a substantial concern in this century [3]. According to the United Nations World Tourism Organization (UNWTO). Sports tourism is a new form of tourism that will directly contribute to the country's economic prosperity [4]. As a result of these sports activities, people are more likely to leave their homes to travel to other parts of the country or region where these sports are taking place dramatically increased, resulting in increased travel in the area [5].

Qatar is characterized by many cultural, historical, and natural tourist areas, making it a favorite tourist destination. In addition to performances and artistic activities suitable for all family members and most categories of visitors throughout the year. It is noteworthy that Qatar recently occupied an advanced position in the Middle East among the first eight centers in tourism and travel according to the results of the survey issued by the World Economic Forum for 2019 [6].

This study aims to investigate the contribution of sports tourism to the economy of Qatar as a remarkable destination in the present time, Qatar is also expected be the topmost destination of tourism in 2022 because of the World Cup 2022. More specifically, our project includes a comparative analysis of this material and published reports that reveal the contribution of tourist projects and event into achieving the SDGs in Qatar. Overall, this study aims to shed light on the strategy adopted by the state to make Qatar a leading tourist destination in the Gulf region by knowing the position of sports tourism as the essential tourism product that drives the tourism sector in Qatar.

2. LITERATURE REVIEW

Sport's role in society has grown and changed over time. Major global sports events (Olympics, World Cup, etc.) and locally specific recurring hallmark events (Wimbledon, etc.) have been the main subjects of tourism scholarship. The development trajectories of sport and tourism have converged over time [7, 8]. Sustainable tourism is an umbrella term that includes environmental, economic and social-cultural aspects. It necessitates a rational equilibrium between these three dimensions to ensure sustainability in the long term. Good stakeholder engagement and integration with the other dimensions of sustainable development (WTO) are key to achieving sustainable tourism goals.

In Jamaica, Spencer and McBean's [9] study found that certain SDGs align better with specific objectives than others. The study found that prioritizing investment in tourism development (especially in infrastructure) aligns better with

SDG 9 (which focuses on infrastructure). Seraphin and Gowreecks [10] and Al-Kaabi [11] carried out case studies in Africa on various aspects of sustainable tourism development, including hospitality, agricultural, events, SMB's and wildlife tourism. The findings highlighted the importance of working together with stakeholders and the range of organizations involved in achieving sustainability. The case study focused on the efforts of companies such as Emirates Airline and Jumeirah group, as well as the need to follow and adapt to the United Nations SDGs. The study recommended focusing on Goal 8 (Decent Work and Economic Growth) as well as Goal 11 (Sustainable Cities and Communities). Khodr's [12] case study on the growth of the event market in Qatar (2006 Asian Games). The study looked at the drivers of this growth, and public policy perspectives.

The tourism sector in Qatar covers a wide range of tourism experiences, such as marine, desert, culture, family entertainment, exhibitions and conferences, sports tourism, etc. The country has several benefits and facilities that support the tourism sector, such as easy entry and access, and high safety standards. Qatar Airways links the country to many destinations around the world (World Airport Awards 2022). Tourism contributes to the GDP share of the Qatari economy, and strategies are in place to increase the GDP share of tourism from 0.8 percent in 2012, to 3.1 percent in 2030. The state aims to increase the tourism sector's workforce from 25,000 employees in 2012, to 127,000 employees by 2030, according to the Qatar Tourism Authority (TTA).

3. METHODOLOGY

In order to accomplish their goal, they collected data from various types of advertisement for sports events that took place and are scheduled to take place in Qatar, from 2006 to 2022, in the capital city of Doha. They chose this time period because it includes some of the most important sports events in the world, such as the Asian Games in 2006 and the 2022 FIFA World Cup. They collected data from print ads, online ads, and video ads. To get the best data, they conducted a keyword search on Google, the biggest search engine in the world. The keywords they chose included terms like 'Qatar 2022', 'Fifa 2022', 'Qatar football ads,' and 'Handball 2015'. They also collected data from Arabic ads, English ads, FIFA 2022 Qatar, 'International Sports', the Olympic Committee Qatar, and 'Sports Day'.

The researchers used content analysis and document interpretation to comprehend the narrative and themes of the collected advertisements. They also analyzed secondary research data from tourism investments made by governmental agencies and other organizations producing and/or providing official statistical data. These data were stored in separate files. The researchers used NVivo software, one of the most widely used tools for qualitative data analysis, for data analysis. The process of data analysis involved reviewing transcripts and records, as well as research articles relevant to the advertisements. Data was converted into code using nodes and queries to identify themes and patterns. They also verified and developed theories using NVivo software. NVivo has been recommended by many researchers for data analysis due to its improved accuracy and ability to generalize findings across contexts and complex situations. As far as the SDGs are concerned, this study focused on those related to and having a mutual impact with tourism.

3.1 Tourism and sustainable development

In 2015, world leaders agreed on 17 Sustainable Development Goals to guide our development until 2030. Tourism is committed to this in this joint endeavor, in 03 goals out of 17 goals, to develop and implement policies to promote sustainable tourism that creates job opportunities and enhances local culture and products; However, the tourism sector, which accounts for 10% of global GDP, 7% of world trade and one in 10 jobs, can contribute to the achievement of all 17 goals by raising the economic growth of developing countries as well as exploitation optimum natural resources for these countries. 2016 was another excellent year for international tourism despite many challenges, as the number of tourists increased for the year. It is the seventh in a row to reach 1.2 billion, with the strongest growth recorded in Africa and Asia. In the first six months of 2017, the number of tourists reached about 598 million, an increase of 36 million tourists compared to the same period in 2016. This explains the growth recorded from January to June 2017 (6%), which is above all expectations, making this hex the most effective since 2010. 2016 was an excellent year for international tourism despite many challenges as the number of tourists increased for the seventh consecutive year to reach 1.2 billion and recorded the most robust growth in the two regions of Africa and the pacific.



Figure 1. The 17 Sustainable Development Goals according to world leaders (OMT)

It represents a distinctive sign of interest in sustainable tourism development and provides assistance and guidance for member countries in this vital field. In 2010, the Member States of the United Nations adopted the “2014 Agenda for Tourism Development.” Namely, 2030 Agenda for Sustainable Development Goals (SDGs) as shown in Figure 1. This schedule includes the sustainable tourism development goals and the general framework for this strategy it aims to eliminate absolute poverty in developing countries, incredibly the least developed and the poorest, and to combat discrimination and inequality, and reduce the risks of climate change and global warming until the year 2014. The goals of sustainable tourism development are based on human development in its integration with strategies the development of different countries, according to their economic, political and social conditions, and the tourism sector contributes directly and indirectly in achieving these objectives, which can be limited to economic objectives social and environmental.

In this study, researchers focused on specific Sustainable Development Goals (SDGs) that are relevant to and have a relationship with tourism. The exact SDGs were not specifically mentioned, but it can be assumed that the researchers chose SDGs that were relevant to the tourism sector and its relationship with sustainable development. The researchers likely used the SDGs as a framework or a lens through which to assess the advertisements and their relationship to sustainable development principles. Each SDG

represents a particular aspect of sustainable development. For example, the SDGs focus on poverty eradication; gender equality; climate action; responsible consumption and production; sustainable cities and communities; and more. In order to include the SDGs in the analysis, researchers likely looked at how the advertisements address or represent the goals and their related targets. This could include whether the advertisements promote sustainable practices; social inclusion; environmental conservation; or economic development (among others). The researchers may have searched for specific references or visual cues within the advertisements that align with the SDGs.

In addition to the content analysis and the document interpretation techniques mentioned above, it is likely that one of the main purposes of the analysis was to evaluate how well the advertisements conveyed messages about sustainable development and the Sustainable Development Goals (SDGs). By including the SDGs in their analysis, the researchers sought to determine to what extent the advertisements reflect and promote sustainable practices, thus contributing to the larger conversation about sustainable tourism development and how it relates to global development objectives. It is important to note, however, that without specific information provided in the original data, the exact number of SDGs considered and how they were incorporated into the analysis can be derived only from the general knowledge of sustainable development and how relevant the SDGs are to tourism.

The travel and tourism sector is one of the sectors most affected by the Corona pandemic in 2020, and its global effects on these sectors are expected to continue until 2024. The collapse of the international tourist arrivals is explained in Figure 2 and Figure 3.



Figure 2. The collapse of the international tourist arrivals
Source: The United Nations World Tourism Organization (UNWTO)



Figure 3. The impact of COVID-19 on international tourism

Sustainable tourism is an industry committed to making a low impact on the local environment and culture while helping to create future jobs for local people. One of the pros of sustainable tourism is ensuring that development is a positive experience for local people, tour operators and tourists. The United Nations World Tourism Organization defines sustainable tourism as tourism that meets the needs of current tourists and host regions while protecting and enhancing future opportunities. Rather than being a kind of product, it is a spirit that supports all tourism activities [13].

The goals and indicators of the development goals fall into three groups (economic, environmental and social). The economic sphere is the consumption patterns in society, which affect energy and access to clean cities, it affects the economic infrastructure and economic activity. In the social field, governance is considered the main element that controls the social elements is that the government provides direct control over the activities it reduces the levels of administrative corruption in the country, as well as helps in the recruitment and exploitation of the inputs in a better way effective in achieving Sustainable Development Goals, and its impact is in creating partnerships, improving education, and reducing reduce gender inequality, provide adequate health services, and achieve food security. In the field of environment, at the bottom of the pyramid comes the preservation of the optimal use of land and seas, and the minimization of factors that contribute to influencing climate change, including the emission of greenhouse gases. All previous objectives and elements affect the change in poverty within the community as well as provide social equality in access and spread of services equitably between different groups of society [14-16].

Goal 1: End poverty in all its forms: The world is well positioned to promote economic growth and development on all fronts tourism is one of the largest and fastest growing economic sectors. Achieving food security and improving food quality encourage the adoption of sustainable farming methods, sustainable tourism can drive an increase in agricultural productivity by boosting agricultural production sustainable use, not using chemicals that pollute soil and water, consuming local agricultural products in hotels and tourist resorts, and integrating them into a tourism value chain, modern farming methods can be combined with traditional agriculture free of chemicals and fertilizers and pollutants. The additional income generated in the local communities can improve and upgrade the value of experience in sustainable tourism development [12, 17].

Goal 8: Promote sustained, inclusive and sustainable economic growth worldwide. Tourism in general is driving global economic growth, and it currently provides one job out of 11 jobs. Sustainable tourism development depends on sustainable and renewable infrastructure and environment, and tourism helps sustainable governments maintain and improve infrastructure to remain sustainable and clean as an effective means to attract tourists and foreign investment, this facilitates the establishment of industrialization and sustainable production necessary for economic growth and sustainable development. Appropriate technology never means that it is old or obsolete, but rather that is what is intended; the high-end technology Tech Hi is environmentally friendly and sustainable. In the case of Egypt, it can be said that clean energy production technologies such as solar and wind energy are appropriate for the conditions. The climate in Egypt, where the percentage of solar brightness increases throughout the year and the intensity and intensity of winds rise over

Bahrain's red and white coasts. It would be desirable if legislation were passed in the new parliament to obligate hotels, resorts, and tourist villages to use renewable energy sources which are clean and environmentally friendly and for everyone who loves beautiful nature and pure natural and social environment [6, 18].

Goal 10: Reducing inequality within and across the world: Tourism can be a powerful tool for community development and reducing disparities if it provides an opportunity for urban renewal, rural development, and the reduction of regional imbalances in its development path. Sustainable tourism empowers women in various ways, including creating jobs and making them available. Opportunities to generate income by working in small and medium tourism projects, sustainable tourism can become an effective way to employ women and help them to play an active role in the local community. In 2014, the least developed countries received 4.16 billion US dollars in exports from international tourism, after the exports amounted to 6.2 billion US dollars in 2000, 7% percent of total exports) and allowed some of them to rank higher than the least developed countries, an essential component of their economies [9, 19, 20].

Goal 11: Make cities and human settlements inclusive, safe, sustainable and resilient: Sustainable tourism has the potential to improve urban infrastructure and the shape of cities. Not only to be suitable for its citizens; but to be ideal for the city's essential and meet the basic requirements for tourism. In the same vein, achieving this goal will lead to encouraging and preserving cultural heritage that shown in public places, green infrastructure (more efficient transport facilities, reduced air pollution, preservation of heritage sites. Go to healthier and more environmentally friendly cities that benefit not only residents but also tourists [21].

Goal 12: Ensuring sustainable consumption and production patterns: The tourism sector by adopting the effective sustainable consumption and production practices can reduce the consumption and enhance the economic, social and environmental outcomes. The World Tourism Organization (WTO) launched the Sustainable Tourism Program (STP), which is considered as one of the core components of 10-Year Framework Programs for Sustainable Consumption and Production Models on Sustainable Consumption and Production Patterns (10YFP). The 10YFP stimulates sustainable tourism practices as it includes initiatives that encourage on the efficient operation of the inputs of natural resources to obtain economic and social outputs. So, the tourism sector can adopt Sustainable Consumption and Production (SCP) practices to significantly accelerate the global shift towards sustainability in line with the Target 12.b of Goal 12 which stipulates that it is imperative to "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products". In brief, The STP of 10YFP aims at developing such SCP practices, including resource-efficient initiatives that result in enhanced economic, social and environmental outcomes [22].

Goal 14: Life Below Water: There is a broad consensus that tourism development must be sustainable. However, how to achieve this remains a matter of debate. The concept of sustainable tourism is closely related to the idea of sustainable mobility, as there is no tourism without travel. Two related considerations are the dependence of tourism on fossil fuels and the impact of tourism on climate change. 72% of carbon dioxide emissions in tourism come from transportation, 24%

from the accommodation, and 4% from local activities. Aviation causes 55% of the carbon dioxide emissions from transport (or 40% of all tourism). When considering the impact of all greenhouse gas emissions, induced condensation trajectories and suspended clouds, aviation alone can account for up to 75% of tourism's impact on the climate. The International Air Transport Association (IATA) suggests an annual increase in fuel efficiency shall be adopted to realize less than 2% carbon emission by 2050. Airbus and Boeing expect air transport mileage to increase by about 5% annually through 2020, outweighing any efficiency gains. Tourism will likely generate 40% of global carbon emissions by 2050, with other economic sectors significantly reducing carbon dioxide emissions. The main reason is the increase in the average distance traveled by tourists, which for many years has been increasing faster than the number of trips taken. "Sustainable transport has now been identified as the critical issue facing the unsustainable global tourism industry, and aviation is at the heart of this issue."

4. DATA COLLECTION AND ANALYSIS

The data of this study was collected from different sources using Google as the main search engine and consequently we have obtained a large number of data included advertisements for sports events between 2006 and 2022 held and to be held in Qatar. We use several keywords to search on Google (as the biggest search engine) such as 'Qatar 2022', 'Fifa 2022', 'Qatar football advertisements', 'Qatar Handball 2015', 'Qatar Arab Games 2011', 'Qatar Asian Games 2006', 'Qatar Arabic ads 2022', 'Qatar English ads 2022', 'FIFA 2022 Qatar', 'Qatar international sports', 'Olympic Committee Qatar' and 'Qatar Sports Day'. Also, content analysis and document interpretation are used to understand the narrative. The data analysis procedures of the current study ranged from

developing resources, to coding by nodes and running queries to produce conclusions enabling the verification and development of theories were developed using NVivo. Therefore, every time a new concept is found, a new node is developed. With every new node, a memo is created to add notes and record findings from this particular node. Following are the extracts for conducting content analysis for this research project from NVivo. The visualization tool in NVivo allows researchers to gain a strong portrait of the study themes developing through coding and analysis. The chart in Figure 4 summarizing the process of data analysis process used in Nvivo software.

At that point, extract results as Table 1 showing the percentage of each codes according to the themes (SDG) and count the contribution of each sport event across themes. Data analysis procedures followed several steps, including transformation of resources to codes through nodes and queries, then verification and development of theories using Nvivo.

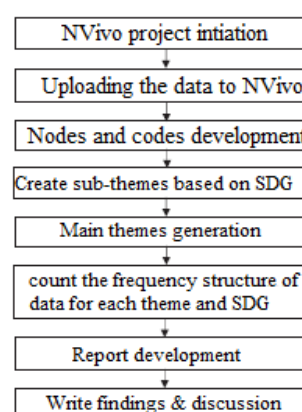


Figure 4. The data analysis process

Table 1. Percentage of codes according to the themes (SDG) and the contribution of each sport event across themes

Item Code	Themes	Sub-Themes	Frequency	SDG Total Nodes
SDG1	GOAL 1: No Poverty	- Poverty	0	7
		- Disability	5	
		- Living problems	2	
		- Food availability	0	
SDG2	GOAL 2: Zero Hunger	- Insufficient food	0	2
		- Agricultural problem	2	
		- Reduce diseases	56	
SDG3	GOAL 3: Good Health and Well-being	- Death cause	0	194
		- Mental health	66	
		- Well-being	72	
		- Primary education	5	
SDG4	GOAL 4: Quality Education	- Secondary education	11	16
SDG5	GOAL 5: Gender Equality	- Women participation	68	132
		- Equal opportunities	42	
		- Equal rights	22	
SDG6	GOAL 6: Clean Water and Sanitation	- Clean Water	1	1
		- Sanitation	0	
SDG7	GOAL 7: Affordable and Clean Energy	- Clean Energy	2	2
		- Renewable	0	
SDG8	GOAL 8: Decent Work and Economic Growth	- Domestic product growth	21	109
		- Productivity	8	
		- Workplace	54	
		- Employee rights	26	
SDG9	GOAL 9: Industry, Innovation and Infrastructure	- Industry	21	51
		- Innovation	8	
		- Infrastructure	12	
SDG10	GOAL 10: Reduced Inequality	- Reduced Inequality	5	5

SDG11	GOAL 11: Sustainable Cities and Communities	- Housing	35	127
		- Roads	44	
		- Urbanization	48	
SDG12	GOAL 12: Responsible Consumption and Production	- Consumption	15	27
		- Production	12	
SDG13	GOAL 13: Climate Action	- Climate change projects	2	14
		- Climate change support	12	
SDG14	GOAL 14: Life Below Water	- Life Below Water	5	13
		- Productive oceans	8	
SDG15	GOAL 15: Life on Land	- Freshwater	5	20
		- Soil	2	
		- Protect species	8	
		- Green land	5	
SDG16	GOAL 16: Peace and Justice Strong Institutions	- Peace	8	15
		- Justice	7	
SDG17	GOAL 17: Partnerships to achieve the Goal	- International support	8	11
		- Partnerships	3	

4.1 Sports tourism and sustainable development in Qatar

Sports tourism is one of the most important types of tourism that contribute effectively to revitalizing the movement of tourism, whether internal or external, and thus raising the level of the national economy, by hosting and organizing major sports events and events, whether continental or global, where the World Tourism Organization estimates the size of the contribution of the sports tourism industry. In the total world tourism product by about 25%.

The State of Qatar also plays a prominent and influential role in all fields of sport on the global scene. It invests with boundless enthusiasm in sport as a mean to improve relations and strengthen ties with countries of the world, as it is determined to become the new home of sport in the world. These efforts culminated in winning the right to host the 2022 FIFA World Cup, becoming the first Arab country to host the tournament, and the first time that the game will be held in the Middle East [23].

Sports plays an important role in Qatar's economy, as it contributes to economic prosperity through tourism and recreation. Qatar is a sports tourism destination, and major international events such as the 2006 Asian Games or the 2022 FIFA World Cup have been held there. Qatar is striving to become a world hub for sports. The socio-economic impact of sports tourism in Qatar is also significant, as it promotes social equality, stability, and sustainability.

Sustainable practices in Qatari sports tourism: Qatar is committed to environmental sustainability and sustainable operations in the tourism industry. This is reflected in initiatives such as the setting up of recovery centers and hospitals, as well as participation in the “Green Key” program. Sports Tourism Development in Qatar: The Qatar Tourism Authority’s strategy for sports tourism development focuses on four main areas: Establishing heritage sports events supporting existing events Mass participation events attracting sports industry experts focusing on international games Traditional games mental games Group participation games. Hence, Qatar’s tourism sector has seen significant growth in recent years, driven by increased visitor numbers, infrastructure development, the opening of new hotels, and positive hospitality returns. Qatar Tourism was established in 2021 and plays a role in the implementation of the country’s tourism strategy.

In this study, we interpreted the results by looking at the content of different documents, reports and notes relating to Qatar’s sports events. We entered these documents into NVivo, which allowed us to analyze their content and generate

a set of findings that relate to the themes shown in Fig. 5 below: The most common theme found in the documents was SDG 3. This theme refers to “Ensuring Healthy Lives” and “Promoting Well-being for All, Regardless of Age”. This means that Qatar's sports events have helped promote public health and well-being. In the second most common theme in the documents, gender equality was found to be the most common theme. This suggests that the Qatar's sports events also helped to promote gender equality and challenge societal beliefs about gender roles.

Sustainable Development Goals (SDGs) 8 and 11 were also mentioned multiple times. Sustainable Development Goal (SDG) 8 focuses on promoting sustainable and inclusive economic development, full employment and decent work. SDG 11, on the other hand, promotes inclusive, safe and resilient urban and human settlements. The high frequency of SDGs in the analyzed documents suggests that the Qatar sports events have had a positive impact on economic growth, job creation, and the creation of sustainable cities/communities. Performances of each code by theme provide quantitative insights on the prevalence of various sustainable development themes. Key areas where the Qatar sports events had a positive impact are as follows: Social equality Stable living conditions Gender equality Public health improvement Environmental sustainability.

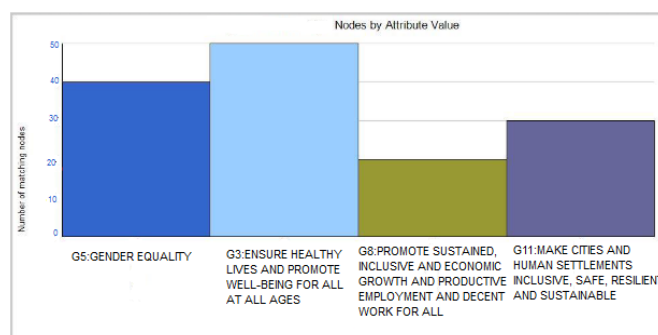


Figure 5. Data analysis output revealed from NVivo

The study also mentions Qatar’s recovery centers and hospitals for residents and visitors, as well as its role as an official representative of the “Green Key” program, certifying hotels in Qatar for environmental sustainability. This indicates Qatar’s dedication to environmental responsibility and sustainability in the tourism industry, which is in line with the certification criteria of Green Key. All in all, the analysis of the results shows that Qatar’s sports events have a positive

impact on various dimensions of sustainable development, from public health and gender equality to economic growth and environmental sustainability (Figure 5).

5. CONCLUSIONS

In conclusion, this study looks at the impact of sports tourism on Qatar's economy and its position as a leading tourism destination. It also looks at how the 2022 World Cup 2022 will further strengthen Qatar's position as a world-class tourism destination. This study also looks at the relationship between tourism projects and events in Qatar and the Sustainable Development Goals (SDGs). The main thrust of the study is that Qatar uses its well-structured online environment to build a perfect society, to promote its values and to become a global player in the tourism and sports industry. Sustainable tourism development is based on the following principles: 1. Creating new investment opportunities; 2. Diversifying the economy; 3. Improving infrastructure and public service; 4. Meeting essential human resource needs. The study also looks at how different SDGs interact with each other, and how the eighth goal has an impact on multiple other goals. Community involvement in tourism development decision-making is important, as well as promoting environmental awareness.

The research also discusses the importance of legislation in improving safety and security for tourists and citizens, and how technology and the internet have changed the way we market, consume, and share information. The article stresses the importance of offering products and services that are respectful of nature and people in order to attract and retain customers. The study also highlights challenges, such as a lack of a clear tourism strategy, a limited number of educational institutions, and a lack of training programs. It also highlights how neighboring countries can benefit from mega-sports events, as seen in the case of Kish, an island in Iran that has expressed its readiness to host spectators for the 2022 World Cup. The overall conclusion of the study is that sport institutions in Qatar should strive to meet the SDGs, taking into account the economic, social, and environmental benefits of the event. However, the limitations of the study must be noted, such as the fast-paced nature of the 2022 World Cup and the need for further research to analyze its actual effects on the SDG in Qatar based on the latest statistics.

All in all, this study helps us better understand the importance of sport tourism in Qatar, how it relates to sustainable development and the potential benefits and challenges of hosting major sporting events.

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