



Between Nationalism and Universalism: Qatar 2022 World Cup and Investment in Sustainability and Nation Branding in Light of the Goals of Sharia



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Abstract

Countries strive to highlight their national identities and cultural heritage, particularly in Sports Mega Events (SME). This study sheds light on the Qatar 2022 World Cup experience, in which Qatar highlighted the Qatari national identity and its Gulf/Arab/Islamic elements, by studying the media propaganda against the Qatar 2022 bid and questioning its content alongside revealing the extent to which it was credible, particularly because the Qatari identity was a prominent factor in the championship. The study covers a timeframe from December 2010, when Qatar received the right to host the World Cup, through the years of preparation and planning, to the organization stage, which began on November 20th and continued until December 2022. Through descriptive and analytical study, the study seeks to highlight the Qatari experience in preserving its Arab and Islamic identity, achieving sustainability, and managing World Cup security in a way that complies with the goals of Islamic Sharia. It also compares various international experiences in the field to accurately evaluate the Qatari experience. The findings of the study reveal Qatar succeeded in promoting the Qatari Islamic and national identity by banning liquors and homosexuality and fulfilled its overlapping economic and social goals reflected in the growth of the Qatari economy and the growing perception of Qatar as a safe and attractive venue worthy of visits and investment. These findings are in line with Maqasid Shariah and present recommendations to organizing bodies globally on how to achieve positive aspects in SMEs and leverage similar experiences.

Keywords : identity; Islam; sustainable development; security; goals of Islamic sharia; Arab Gulf.

المخلص

تمثل الأحداث الرياضية العالمية الكبرى، فرصة عالمية للقاء الثقافات وتلاقح الحضارات، والتعريف بالهويات الثقافية للشعوب والبلدان، تسعى من خلالها الدول لتسليط الضوء على هويتها الوطنية وموروثها الثقافي، وإبرازه بأحسن صورة. بناء عليه تسلط هذه الورقة الضوء على التجربة القطرية في

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كأس العالم ٢٠٢٢، من حيث إبراز قطر لعناصر هويتها الوطنية خليجيا وعربيا وإسلاميا في هذه البطولة العالمية، مع ما لهذا المتغير من أهمية طبعت مسار البطولة، خاصة مع الدعاية المضادة التي تعرض لها الملف القطري، والأبعاد المختلفة لها، والتي كانت من أبرزها عناصر الهوية. تغطي الورقة مجالا زمنيا ينطلق من سنة ٢٠١٠، إلى نهاية سنة ٢٠٢٢، وهي المرحلة التي تشمل المراحل المختلفة للبطولة من التحضير للتجسيد، وهذا عبر دراسة وصفية تحليلية، تهدف لرصد التجربة القطرية، في الترويج للهوية الوطنية، وتجسيد مبادئ الاستدامة، وإدارة البطولة الدولية، بما يتوافق مع أهداف الشريعة الإسلامية. كما تعمل الورقة على استعراض التجارب الدولية المختلفة في هذا المجال، من اجل الوصول لتقييم منصف للتجربة القطرية. تكشف نتائج الدراسة أن قطر نجحت في تعزيز الهوية الإسلامية والوطنية القطرية من خلال حظر الخمر والمثلية الجنسية، وحققت أهدافها الاقتصادية والاجتماعية المتداخلة التي تنعكس في نمو الاقتصاد القطري والتصور المتزايد لقطر كمكان آمن وجذاب يستحق الزيارات والاستثمار. تتماشى هذه النتائج مع شريعة المقاصد. وهذا ما جعل التجربة القطرية تمثل نموذجا دوليا في إدارة التظاهرات الدولية يجمع بين احترام معايير الاستدامة، وتحقيق التنمية الاقتصادية، والحفاظ على الهوية الوطنية وتسويقها.

الكلمات المفتاحية: الهوية؛ الإسلام؛ التنمية المستدامة؛ الأمن؛ مقاصد الشريعة؛ الخليج العربي.

Introduction

The cost of hosting Sports Mega Events (SMEs) has experienced remarkable growth over the years, propelling it to unprecedented new heights. According to Flyvberg (2016), who examined the expenses and budget overruns of Olympic Games, the average cost of hosting such events stands at \$8.9 billion, with an average overspend of 156% compared to the initially proposed pre-event budget. Similarly, the cost of hosting the FIFA World Cup has been on the rise over the years. As the event has grown in scale and complexity, host countries are required to make substantial investments in infrastructure, security, and other operational preparations. These expenses have escalated significantly over time, leading to concerns about the financial burden placed on host nations. Not to mention, the bidding process itself often involves substantial expenditures, as countries vie to secure the hosting rights, further contributing to the overall cost which collectively deter more bidders on average compared to previous years (Varano, 2017).

At a cost of more than \$200 billion, the 2022 FIFA World Cup stands out as the costliest ever SMEs surpassing the GDP of some developing countries. The astronomical cost represents a significant surge in expenditures of about 1328.57% compared to the 2018 Russia FIFA World Cup and exceeds the combined costs of all previous tournament editions (Armstrong, 2022). While the cost is partially influenced by a combination of common factors such as infrastructure development,

security measures, services and hospitality, and operational and administrative expenses, aligning the strategy of hosting SMEs to the country’s national goals and legacy equally impacts the operational costs of SMEs and justifies the economic rationale of hosting such exorbitantly expensive events.

Japan, with an estimated bid cost of \$4.5 billion for the 2002 World Cup, aimed to boost tourism and stimulate economic growth, despite concerns regarding the cost-effectiveness of hosting the event (Reuters, 2021; Jones, 2020). Brazil spent around \$15 billion on hosting the 2014 World Cup to bolster its economic growth, despite the backlash on the event's long-term impact on infrastructure and public finances (Jones, 2016; Smith, 2018). Russia’s expenditure of approximately \$14 billion on the 2018 World Cup resulted in increased tourism and infrastructure development and improved global image (BBC, 2018; Brown, 2018). Qatar invested heavily in infrastructure, including stadiums, transportation, and accommodation, for the 2022 World Cup, with estimated costs exceeding \$200 billion (FIFA, 2020). Qatar aimed to boost its economy through increased tourism, enhance its global reputation, and promote its cultural and Islamic identity. Table 1 presents a summary of the cost and impact of hosting the world cup.

Table 1. The Cost-Benefit of Hosting The World Cup

Hosting Country	World Cup Cost	Economic Benefits	Cultural Impact
Qatar 2022	\$200 – 500 billions	Increased tourism, global reputation, cultural promotion	Promoting Islamic and Arab identity
Russia 2018	\$14 billions	Economic growth from tourism and infrastructure development	Not a focal point
Brazil 2014	\$15 billions	Economic growth, but protests over public spending	Not a focal point
Japan / S Korea 2002	\$4.5 billions	Aimed to boost tourism and economic growth	Not a focal point

Much criticism has been raised regarding the high cost of organizing the Qatar 2022 World Cup. However, such allegations are unjustifiable. Such cost was never at the expense of the Qatari citizen, nor did it reduce the standard of living, or affect the services provided to the people. On the contrary, it has established a sustainable infrastructure that charts a promising future and advanced facilities that launched a diversified and sustainable economy for future generations.

This cost has not been held strictly for the World Cup events, rather, the latter has been a small part of it. It is a cost for embodying an ambitious development strategy. Qatar established it in 2008 and called it Qatar Strategy 2030. It became clear that dividing the cost over 12 years leads us to lower annual costs.

Nevertheless, focusing only on making such costs limited to the World Cup is what makes the numbers read in a biased and different context. In reality, these costs were a multi-dimensional investment serving ambitious development goals.

Profits are a complex topic, especially with the rentier nature of the Qatari economy and the role of the state and public funds. On the other hand, the numbers prove the historical attendance of fans, which has reflected economic advantages, besides introducing the country's investment opportunities as a competitive economic destination. Hence, the real gains are not instant gains, but future ones taken into consideration by Qatar's National Strategy 2030, the most important of which is establishing a diversified economy and sustainable infrastructure. Qatar intends to embrace promising economic horizons, aspirations, and investments, and make the state a tourist destination.

Qatar succeeded in its investments in the World Cup and it did not suffer like Greece and Brazil. Qatar has gained FIFA's trust in hosting sports that followed the organization of the 2022 World Cup as evidenced by hosting the 2023 AFC Asian Cup. The hotels achieved a very high occupancy rate, reaching 90%. There are future hosting events in 2024 and 2025, which confirms that Qatar's huge stadiums have not turned into what is called a 'white elephant'.¹ As we find a number of abandoned stadiums that were turned into "white elephants" after the World Cup ended". Such stadiums have not generated any significant profits for the state, while the cost of maintaining and operating them has been very high. Among such stadiums is the Arena da Amazonia stadium in Manaus, Brazil, with a capacity of approximately 40,000 spectators. It was built specifically when the country hosted the World Cup in 2014. The stadium was built over 4 years and costed the Brazilian government between \$220 million and \$300 million, one of 12 other stadiums built by Brazil to host the World Cup.

Furthermore, when Greece hosted the 2004 Olympic Games at a high cost of approximately 9 billion Euros dedicated to build great stadiums that were a source of pride for Greeks at that time. However, at the end of the World Cup, all those huge stadiums were abandoned, turned into white elephants, and became a burden on the government that could not take advantage of it. This raised the anger of Greeks, especially as the State's costs spent on these stadiums were the main reason for the country's 6-year economic crisis and recession during which Greeks suffered unprecedented levels of poverty and unemployment.

FIFA World Cup Qatar 2022™ boosted the country's economic income. Throughout history, the World Cup has been a major reason for the support of national economies. All eight stadiums built to host the tournament have been partnered with at least one local company. The model designs for the tournament stadiums will help in later converting them into public facilities, which contributes

¹ The term "white elephant" refers to any investment or property that has a high maintenance cost and does not achieve any significant material benefit or profit in return. From an economic perspective, the "white elephant" is very expensive in terms of operation and maintenance, and it is difficult to make a profit from it and constitutes a burden on its owner.

to enhancing the sustainable approach and providing commercial opportunities for various groups through investment in these facilities.

To encourage innovation and youth projects, the “Innovation Challenge 22” award encouraged startup companies to present their products and services in the market, due to the support and sponsorship the award provides for innovations. This contributed to enhancing the state of competitiveness between companies to provide their best services to fans during their presence in the State of Qatar (Government Communications Office, 2022). This refers to the other goals that were accomplished by Qatar in the World Cup such as promoting youth enterprises, promoting competition and others.

The typical cost/benefit paradigm, which is routinely used to assess the impact of mega-events such as the World Cup, sometimes falls short of understanding beyond economic goals. While economic benefits are important, Qatar's motives go beyond financial gain emphasizing cultural development and congruence with Islamic ideals has implications beyond the economic sector. The cost-benefit paradigm, which is primarily concerned with economic outcomes, does not account for these intangible benefits. The nation hopes to use the World Cup as a platform to highlight its rich national identity and cultural legacy, increase its global reputation, promote its principles on a larger scale, and emphasize its Arab and Islamic traditions.

As a result, a more complete framework, such as the Maqasid Sharia framework, is better fitted to analyze the high cost of the Qatar 2022 FIFA World Cup. This paradigm accounts for broader socioeconomic, cultural, and ethical factors, which better align with Qatar National Vision 2023. It enables a more comprehensive assessment of the World Cup's cost/impact, taking into consideration Qatar's cultural and national aspirations as well as its economic objectives (Al-Mawlawi, 2019). By implementing a Maqasid framework, Qatar can better analyze the total impact and performance of the World Cup beyond economic indicators.

The study aims to investigate the subject of identity from the viewpoint of the objectives of Sharia in the Qatar 2022 World Cup experience, the role of the facilities, strategies, and laws in Qatar in raising awareness of Qatar's national identity, and how this philosophy paved the way for enhancing Qatar's soft power and affirming the country's nation branding. The study also aims to reveal the various dimensions of the campaign against Qatar's experience and how identity was used to hinder the experience. It further aims to present the positive and negative impacts of hosting the Qatar 2022 World Cup and the consequences of hosting in terms of the facilities, fans, and environment, from the viewpoint of the goals of Sharia.

As for the spatial framework of the study, it is limited to the State of Qatar, particularly to the facilities, bodies, and events related to the World Cup. The paper showcases the extent to which the Qatar 2022 World Cup has succeeded in expressing the goals of Sharia on which the Qatari identity is based, the magnitude

to which the requirements of sustainable development and its global standards were met, and how security was achieved during the championship as the basis for preservation of the objectives of Sharia. Based on the above, the paper seeks to answer the following key questions:

- a. To what extent was Qatar able to use the experience of the 2022 World Cup to promote its national identity, achieve the objectives of Sharia, and embody the principles of sustainable development?
- b. To what extent can the Qatar 2022 World Cup be considered the safest championship in FIFA's history? What are the factors that led to that? How did this contribute to the success of the experience?

The study has a significant composite that details with Qatar 2022 World Cup and the investment in sustainability and nation branding. First, it offers a new contribution towards understanding and respecting the national identity of the host country rooted its Islamic values based on the objectives of Sharia. Second, it examines the extent of the compatibility of such a national identity with the principles and international standards of sustainable development. Third, it also examines the significance of cultural differences and their role in revitalizing the discourse about how to achieve a safe and secure World Cup and confront all forms of violence and bigotry. Finally, the fourth considers embodying sustainable investment goals that account for economic, social, and environmental attributes.

Background

The term 'Maqasid' literary means objectives, end goals and purposes. Within the context of Islamic jurisprudence, Maqasid Shariah refers to the ultimate goals and the higher objectives of Islamic law derived from the Quran, Sunnah (traditions of Prophet Muhammad), and the consensus of Islamic scholars to ensure the welfare of the individual and society at large. Maqasid Shariah is traditionally classified in a threefold categorization: the necessities (Daruriyat), the needs (Hajiyyat) and the enhancements (Tahsiniyyat) (Al-Qaradawi, 1999). This classification provides a holistic framework for understanding the values, priorities and welfare of the individual and society that Shariah aims to protect alongside the evil and harm that it intends to ward off. The classical framework of Maqasid Shariah focuses on safeguarding the five essential aspects: faith (Din), life (Nafs), intellect (Aql), lineage (Nasl) and property (Mal) (Duguri et al, 2021).

While abundance of research papers is found in the literature on Maqasid Shariah in most fields, the sports domain suffers from utter neglect evidenced by the scarcity of Maqasid Shariah research in sports. In particular, researchers assessed the objectives of Shariah in Muslims' participation in sports events, the importance of practicing sports activities to Muslims, and the viewpoint of Islamic Shariah on doping in sports. Using monographs and peer-reviewed journals, (Abd Rahim, et al, 2023) discussed the significance of Maqasid Shariah within the realm of sports for Muslims and analyzed different opinions of Shariah scholar on the subject matter.

The findings of the study highlighted barriers facing Muslims engaging in sports and reported the lack of religious research in sports. Al-Dafrawi's paper entitled "An Islamic Viewpoint on Doping in Sports: An Analytical Study" discusses the stance of Islamic Shari'ah on the use of performance-enhancing drugs (PEDs) in sports, highlighting that their usage amounts to fraudulent behavior and poses risks to both the right to life and bodily integrity.

In the context of Muslims' participation in sports, (Marwat, 2014) explored the Islamic principles and guidelines about participation in sports and the impact of sports in promoting health and fitness which are vital in fulfilling religious obligations. Emphasis on maintaining and preserving one's health was reported by the study in light of the objectives of Shariah. Additionally, the study highlighted the formidable challenges facing Muslims while engaging in sports. Similar results were reported in the "Islamic Perspective Regarding the Promotion of Health and Participation in Sports Activities; Integrating the Principle of Maqāsid Al-Sharī'ah and Sport in The Context of Muslim Participation: A Critical Appraisal". Additionally, the study highlighted the difficult challenges facing Muslims while engaging in sports (Marwat, 2014).

In a nutshell, sports and sports events are generally associated with the fulfilment of the objectives of Shariah. In the spirit of fraternity and goodwill to all men, German soldiers held a football game against the British soldiers late on Christmas Eve 1914 during WW1. This is clear evidence of the potential of sports to promote unity and resolve conflicts in line with the preservation of lives. Furthermore, the impact of sports engagement on maintaining and improving fitness, and cognitive, intellectual and physical well-being cannot be underestimated. Thus, sports and sports events fulfil to some extent the safeguard of life and intellect.

While the current research has delved into the objectives of Shariah within various aspects of sports, there remains a gap in academic literature regarding a comprehensive assessment of how the hosting of SMEs contributes to fulfilling Maqasid Shariah. Such an approach could overcome the limitations of the traditional cost-benefit model, which tends to prioritize economic objectives while overlooking important socioeconomic, cultural, and ethical considerations. Implementing a holistic framework such as the Maqasid Shariah often aligns with national goals of the hosting nation. For instance, one of the top objectives of Russia's hosting 2018 World-Cup was to improve its reputation and global image, something that cannot be adequately quantified nor measured by the traditional cost-impact model.

Comparing Qatar's approach to that of Russia, Brazil, and Japan, Qatar stood out for its emphasis on Islamic principles and sustainability (Garcia, 2017). With Qatar's complete range of concerns and goals for hosting the 2022 World Cup, implementing a Maqasid Shariah framework, which takes a broader sociological, cultural, and ethical perspective, facilitates a better assessment mechanism of the effectiveness of the World Cup in promoting its national identity and cultural

heritage. The nation hopes to use the World Cup as a platform to highlight its rich Islamic national identity and cultural legacy, increase global reputation, propagates its principles on a larger scale, and emphasize its Arab and Islamic traditions. This study employs the Maqasid Shariah framework illustrated in figure 1 to perform a comprehensive assessment of the World Cup's cost/impact beyond the economic objectives. Unequivocally, the given framework elucidates and justifies the high-cost of 2022 Qatar World Cup.

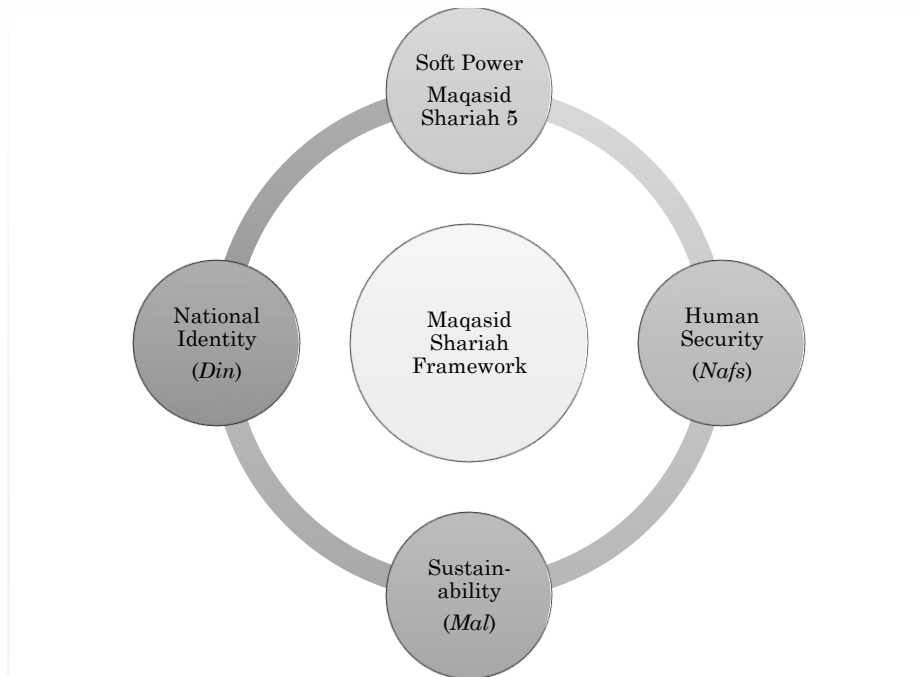


Figure 1. The Maqasid Shariah Framework

Methodology

The study adopts a descriptive approach due to its efficiency in studying scientific phenomena or problems descriptively and practically alongside focusing on all aspects of the phenomenon. Accordingly, the study relies on a descriptive approach to demonstrate the national branding of the State of Qatar, describe the elements of its national identity and how these elements were manifested in the World Cup facilities and the management system of this global event. The descriptive analytical approach is partially linked to the comparative approach by drawing comparisons between what Qatar achieved in the World Cup with what was done in previous tournaments.

Qatar 2022 World Cup in Light of the Goals of Sharia

1. The World Cup Experience and Enhancing Qatar's Soft Power

The World Cup Experience was an opportunity for Qatar to showcase its national identity and its Gulf and Arab/Islamic factors. It also provided a space to demonstrate Qatar's soft power and enhance its global presence which it has built

up over the years using the tools of soft diplomacy, active presence, and an effective role in many issues.

Constructivist international relations literature believes that small states can have an increasing impact on relations between states even if they lack sources of power based on military, demographic, and geographical resources. Such countries can exercise influence through strategic social construction by shaping and reshaping common ideas, beliefs, and norms (Hamshi, 2022). International events and forums are the most significant milieus to promote such ideas. This is particularly true when a state is organizing the largest and most popular sports event in the world, given its symbolism and the many different identities and ideas that come together at such events. The World Cup has enabled Qatar to present its vision.

Soft power overlaps with another concept: nation branding. Nation branding is the representation of the state through the creation, presentation, and promotion of its identity and the employment of its soft power resources in service of shaping and reshaping public opinion in its favor. (Ying, 2008) While nation branding makes use of soft power resources in the creation process, it also enhances soft power by creating a more attractive image of the country and erasing some misconceptions or stereotypical ideas about the country or its culture. (Dinnie, 2016)

Nation branding contributes to promoting the country in a fashion that promotes tourism and foreign investment. It can also be used in the political arena to demonstrate the credibility of the ruler, increase his political influence, strengthen foreign alliances, and improve the state's public image locally and internationally (Ginesta et al, 2014). Anholt has identified six channels that can interact to create nation branding: the tourism sector, the quality of foreign exports, the country's ability to attract foreign investors, effective governance, the reputation of the country's population, and culture and people-to-people connection (Zeineddine, 2017). Qatar has succeeded in implementing these channels in the World Cup experience, thanks to high levels of professionalism in planning, implementation, and management and to its advanced and sustainable infrastructure.

Qatar uses international sports to fulfil two basic overlapping and mutually reinforcing goals. The first goal is an economic one while the second is social. The economic goal is reflected by the financial achievements from hosting the World Cup. The State of Qatar has become a successful economic destination for diverse investment projects related to tourism, clean energy, and infrastructure. This step promoted Qatar to be a favored tourist destination and a successful investment venue amid its political stability and successful international relations, which is known as a soft force.

Al Hammadi noted that over the past 12 years, Qatar has witnessed radical changes, adding that Qatar has built a world-class sports infrastructure, hotels, entertainment facilities, a metro, a road network, and tourist attractions for residents and visitors. In addition to fundamental changes in the country's labor

market and regulatory environment, making the economy is more dynamic and attractive for investment (Al Hammadi, 2022). The International Monetary Fund expected the Qatari economy to grow by 3.4% in 2022, compared to about 1.6% last year and about 2.4% in 2023.

The second goal is to increase the world's awareness and recognition of Qatar's existence. This forms a basis for global audience socialization, i.e., to introduce Qatar to the global audience and shape their perception of the country as a safe and attractive country that is worthy of visits and investment (Hamshi, 2022). This presented an opportunity to overpower the propaganda against Qatar's bid and the smear campaigns that aim to distort Qatar's politics, religion, and values.

Since Qatar was awarded the honor of hosting the 2022 World Cup in December 2010, it has been the subject of organized campaigns against its project to organize this edition of the championship. These campaigns targeted political, economic, humanitarian, and even intellectual and ideological issues to undermine Qatar's capabilities and weaken its soft power. Even so, the State of Qatar was able to counter these campaigns and manage matters related to the championship wisely. It ultimately succeeded in achieving a uniquely organized championship despite the intellectual and political controversy, which the state exploited to strengthen its soft power and market its trajectory.

The cultural and social provisions enshrined in the constitution include keys for the use of soft power and the promotion of the state and its reputation. Such use and promotion require the exertion of large efforts to strengthen Qatar's relations with other countries and deal with other societies, which offers opportunities for investing in Qatar's soft power. Even though Qatar has made strides in building its soft power, especially in sports, the magnitude of the World Cup provided another opportunity (Al-Salaby et al, 2021).

Soft power is made up of five intersecting concepts that together form a comprehensive framework that serves the national brand: soft power, public diplomacy, cultural diplomacy, nation branding, and architecture (Al-Khateeb, n.d.) This last element was key to the Qatari experience. Qatar highlighted authenticity by showcasing the diversity of its national identity in its buildings, construction, and stadiums. It also highlighted the country's cultural dimension by showcasing the cultural heritage of the state and its citizens, the country's social customs rooted in Islam, and its people's hospitality and warmth toward the many visiting fans. Qatar presented a real, close picture of these high ideals in a Muslim country. It also presented the Qatari identity as expressed by its costumes, customs and the uniform worn by fans and attendees, which expressed the Qatari identity. It demonstrated Qatar's pride in its national costume, including the ghutra and `agal, which were incorporated into the World Cup logo. This type of symbolism promotes the cultural identity of the state, reflects a unique image that is easy to remember and encourages respect for the values and principles of the society. (Al-Salaby et al, 2021). In other words, these symbols reflect an image that can be evoked in visitors' memories,

create a positive image of the State of Qatar, and enhance its soft power. This symbolism also addresses the environmental dimension by highlighting and embodying sustainable environmental principles.

FIFA is working diligently to achieve tangible steps toward sustainability and create best practices for mega sports events. Concerning sustainability, the State of Qatar has submitted a bid that includes several elements (Zanoun, n.d.):

- Football for Hope
- Football for the Planet
- Anti-discrimination
- My Game is Fair Play

In its World Cup infrastructure, Qatar focused on the standards of sustainability and environmental protection. All stadiums received Global Sustainability Assessment System (GSAS) certificates. The buildings were promoted using design ideas based on Arab and Qatari culture (Al-Khateeb, n.d.).

The Chairman of the Organizing Committee of the South Africa 2010 World Cup said: “The World Cup is about building the nation, improving the infrastructure and brand of the country, reshaping the country’s position on the global map, improving its image, and promoting tourism. It also has to do with investment returns, job creation, and the legacy that results from hosting the championship. These are the matters that motivate our nation and all nations of the world” (Allmers et al. 2009).

Accordingly, the Supreme Committee for Delivery and Legacy (SC) confirmed that by hosting the championship Qatar was seeking to introduce the identity of the State of Qatar to the world, build bridges of understanding between cultures, and create a sustainable future and a permanent heritage for the country, region, Asia, and the entire world by leveraging several factors including the infrastructure and enhancing the role of sports. The Committee specified three values: people, interconnectivity, and culture. This is why the eight stadiums that Qatar developed to host the championship’s activities reflected the Qatari identity in a global-local way to make them, like other tools, an end in itself to be used to serve Qatar’s foreign policy and reflect the Qatari identity. Thus, authenticity and modernity were combined in the architecture’s designs, technologies, and the like. This created national branding for the 2022 World Cup and presented an architecture that reflects the national identity and cultural background of the country (Al-Khateeb, n.d.). Therefore, Qatar’s investments were not limited to building sustainable facilities or environmentally friendly infrastructure but extended to investing in soft power, highlighting the Qatari identity, and defending Qatar’s Arab and Islamic values.

In the same context, the State of Qatar defended its Islamic identity and its values and gifted it to humanity. The World Cup embodied a model of sports diplomacy at its finest, and the Qataris were able, by adhering to their national

identity and culture, to build bridges with all cultures. Sports also succeeded spectacularly in reminding the world of the fairness of the Palestinian cause as a humanitarian cause (Al-Kawari, n.d.).

The concept of country branding is a starting point for examining the state's strategies for organizing mega sport events such as the World Cup. The process of branding goes through organized and sequential stages. It begins at the top of the political pyramid and passes through the development of a long-term strategic vision and the formation of a system for investing in the capabilities and skills of individuals and citizens. Governments use nation branding for several reasons, including to enhance the nation's image and support the state's economic and political interests locally and abroad. It also enhances patriotism and individuals' sense of belonging, encourages tourism, empowers external political influence, and changes stereotypical impressions of the state (Al-Otaibi, et al, 2021).

The Qatar 2022 World Cup was an opportunity to strengthen the soft power of the State of Qatar and highlight the state's significant capabilities in the international arena as an active, important, and influential actor. By organizing and managing outstanding issues and confronting the organized propaganda campaign, the state was able to excel in many political, engineering, and environmental issues and in areas related to values, philosophy, and morality. It commanded respect for its national identity and highlighted features of non-Western human identity. Qatar's humanitarian and political role and the associated gain of world trust will enhance its role in achieving legitimate goals in general.

2. Promoting Islam and Highlighting the Qatari identity at the World Cup

The Qatar 2022 World Cup was a key opportunity for proselytization by introducing the values of Islam, confronting global Islamophobia, and presenting a clear and objective image of Islam that targets broad and diverse segments of the populations of all continents due to the huge attendance and the space offered to the attendees. It also allowed the state to introduce the Qatari identity, its Gulf and Arab factors, and its Islamic dimension.

During his visits to a number of European countries, the Emir of Qatar, Sheikh Tamim bin Hamad Al Thani, said that Qatar will remain an Arab Muslim country that maintains its customs and traditions but will not hinder the freedoms of others. Qatar expects those who live or come to Doha to respect these customs which over time formed the identity and culture of Qatar. He said that he hopes that the audience will enjoy the culture of Qatar, which differs from theirs, and that everyone must respect it in compliance with country's protection of public behavior. This was indeed embodied by the Qatar 2022 World Cup.

Western media and Western's states' interest in raising such questions regarding Qatar's values, convictions, and customs shows that in hosting the World Cup Qatar was able to impose its values in a manner that did not conflict with the importance of the championship and its large attendance. This reflected the care

that Qatar gave to protecting lives, families, and minds from distortion and destruction and protecting its society and its values from instability.

Qatar's 2022 edition of the World Cup was able to confront many of the ideas that some seek to impose, such as homosexuality and the imposition of a single value model in international events. Instead, it highlighted new identities, traditions, and values. Muslim societies enjoy a conservative environment that rejects moral looseness and homosexuality. The arrival of large numbers of people who do not adhere to the same moral standards and contact between them and a conservative society like Qatar's necessitated enforcement of Qatar's laws and prevention of the use of slogans and behaviors that conflict with Islamic mores and inherent human morality. This foiled the passing of some agendas and efforts to promote homosexuality, which could have resulted in a negative impact on behavior or obscene words used in conversation.

Mr. Ghanem bin Shaheen Al-Ghanem, Qatar's Minister of Endowments and Islamic Affairs, said that the presence of these crowds of people from all races and beliefs from around the world during the championship is an important opportunity to spread the culture of the country and its people, which is derived from our correct and tolerant Islamic religion, to introduce Islam based on peace and coexistence to our visitors, and to promote our values. (Minister of Endowments, 2022).

Accordingly, the Ministry carried out numerous activities. On 13th November it launched its interactive Islamic exhibition at the Imam Muhammad bin Abdul Wahhab Mosque to introduce the mosque and the message of Islam and convey its correct and tolerant image to non-Arabic speakers visiting the State of Qatar during the World Cup, including to speakers of English, French and Spanish. The interactive Islamic exhibition consisted of an introductory tour of the Imam Muhammad bin Abdul Wahhab Mosque through which the visitor learned about the mosque and its Islamic architecture, some aspects of Islam, and some historical mosques in the State of Qatar (Al-Akhan, 2022).ⁱ

The Abdullah bin Zaid Cultural Center organized introductory tours about Islam. The center introduced the local culture, its traditions, and Islamic culture at the Heritage Hall, the Civilization Hall, the Qatari Council program, the Morning Coffee program, and a visit to the Imam Muhammad bin Abdul Wahhab Mosque. The center was open for 12 continuous hours, from 9 am to 9 pm, and offered many activities such as teaching visitors to write their names in Arabic, a presentation on Qatari customs and traditions, an experience of traditional hospitality in the Heritage Hall, an introductory tour in the Cultural Hall and the Center Mosque, a virtual reality experience, an exhibition about the values in the Katara Cultural District accompanied by a virtual reality experience, an exhibition about faith in the Imam Muhammad bin Abdul Wahhab Mosque, and introductory tours at the mosque for visitors from 9 am to 7 pm. It also established book distribution sites in Lusail and at the Al Emadi Complex (Qatar News Agency, 2023).

In an initiative by the Ministry of Endowments and Islamic Affairs, the first of its kind in the Arab region, Doha hotels displayed a barcode bearing the logo of the Sheikh Abdullah bin Zaid Al Mahmoud Islamic Cultural Center to introduce Islam in all languages of the world during the FIFA Qatar 2022 World Cup. The barcode took the user to a website created by the Ministry of Endowments with options including different languages. When a language was selected, an introductory guide to Islam would appear translated into several languages to convey the message of Islam and its tolerance for every visitor in the territory of Qatar (Arabi Post, 2022).

The Abdullah bin Zaid Center developed its advocacy program in coordination with the Supreme Committee for Delivery and Legacy (SC) to guide visitors. It produced brochures, informational media, advertisements, and informational programs. All these activities were designed to serve Qatar National Vision 2030's social element of protecting the local identity and Qataris families. The Center held its awareness activities that introduced Islamic culture and Qatari customs before the beginning of the World Cup's events and provided its services to the workers to facilitate their integration into the local environment (Almulla, 2023).

On the website of the Qatari Ministry of Endowments the center published a link to a religious booklet translated into six languages: English, French, Spanish, German, Russian and Portuguese. Each link contained a translation of a booklet that introduces the reader to Islam entitled *Understanding Islam* (Al-Jazeera.net, 2022). These events provide an opportunity for fans and tourists to learn about the Islamic and Arab values away from extremist stereotypical perceptions and the propaganda that attacks Arab and Islamic values.

The Abdullah bin Zaid Cultural Center adopted a calm approach to proselytization that works to make visitors curious and attract their attention in a variety of ways. The center guides its visitors to follow its rules on modesty and seizes the opportunity to explain the matter in a religious and social context. The center also provides abaya robes for use by women visitors to the center and answers visitors' culture-related questions. It received approximately 35,000 visitors at all of its locations and distributed 95,000 books and 81,000 gifts. In addition, hundreds of thousands of books were downloaded via QR codes at housing units and hotels. The center's advocacy program employed approximately 40 preachers in various locations and dozens of employees who assisted in distributing books, arranging places, and supervising events (Almulla, 2023).

The State of Qatar required fans coming to watch the World Cup to avoid becoming involved in illegal activities such as sexual exploitation, sex trafficking, sex tourism, and sexual harassment. Tourists were also forbidden to consume alcohol in stadiums or outside of designated areas (Matar, n.d.).ⁱⁱ These factors made this edition of the World Cup the safest championship ever, and no violence or altercations occurred. As a result, international championships seeking to replicate this experience reduced the use of alcoholic beverages in stadiums. Although it

cannot be overlooked that many teams and political actors attempted to violate Qataris laws by promoting homosexuality, Qatar's seriousness and firmness on this issue forced them to respect and comply with the country's laws and statutes.

Qatar succeeded in organizing the championship under international standards while simultaneously taking into account the local character. This achievement cannot be underestimated especially when developed countries such as Denmark failed to do so. Denmark, which preaches human rights to other countries, received widespread criticism from international bodies regarding its management of the issue of integration of foreigners, according to information received by the United Nations High Commissioner for Human Rights' Committee on the Elimination of Racial Discrimination (CERD). Minorities in Denmark suffer from racial discrimination in many areas of life and, according to United Nations reports, bigotry and discrimination on ethnic and religious grounds are increasing (Al-Fateh, 2023).

The State of Qatar managed to achieve these goals and even benefited from the propaganda against the championship to promote the championship. Qatar was able to respond to all suspicions and allegations by organizing sustainable facilities that meet both its environmental standards and international requirements and by promoting its culture and national identity with all its components. Thus, Qatar strengthened its soft power through this championship by succeeding in managing this huge number of fans with such smoothness and discipline.

In summary, the 2022 FIFA World Cup in Qatar served as a significant platform for promoting Qatari culture and Islamic traditions on a global scale via architectural design and venues of its infrastructures in particular the world cup stadiums, cultural events and programs, dress code and public decorum, prayer facilities, and fans experiences of Islamic art workshops and middle Eastern cuisine. This approach helped normalize cultural exchange, promote the Qatari identity on the international stage, challenge stereotypes and ultimately align with safeguarding of faith as a prominent objective of Shariah.

3. Qatar 2022 World Cup and Various Aspects of Human Security

Security is a foundational issue for all other areas and all dimensions of human life. Therefore, we cannot discuss sustainability projects if insecurity and instability prevail. This is because violence and chaos erase all humanitarian gains and undermine the viability of the state and its social stability. Qatar topped the Numbeo Safety Index for 2022 at the Arab and international levels. The index covers the stability and safety of individuals and facilities and low crime rates, which helps improve quality of life in the state and positions it to implement sustainability projects (Al-Sharq, 2022).

The latter would not have been possible without achieving all aspects of human security, which also includes health security, environmental security, economic security, and social security. Qatar's healthcare system ranked first among Arab and Middle Eastern countries in 2022, and the country ranked 27th in the

world in the quality-of-life index, which covers most aspects of human security (Al-Sharq, 2022).

Security in Qatar is reflected positively on security management during the Qatar 2022 World Cup. Qatar succeeded in achieving a safe championship both efficiently and professionally. This is in sharp contrast to violence at the stadiums in many European countries and is a case that merits serious study (Table 1 shows three different countries that exhibited the violence that occurred at that time). This was despite fan attendance of more than 94% in the first round, which was attended by 1,216,000 fans in the first 24 matches, while millions more attended side events organized throughout the World Cup. The 2022 Qatar World Cup also highlighted the role of Qatar's security personnel and the decent and gentle manner in which they treated all fans and explained its rules and laws, which they did without overplaying or downplaying any offences. They dealt with offences judiciously and reasonably, taking the many different cultures, nationalities, and languages into account in their main goal to ensure the safety and security of all people.

Table 1 : Examples of Violence Incidents

Year	Event	Violence Incidents
1930	Uruguay World Cup	Heavy clashes erupted between Uruguayan and Argentinian fans. Authorities withdrew up to 1,500 weapons from spectators.
1962	Chile World Cup	During a match between the host, Chile, and Italy, fights erupted across the stadium after an Italian journalist criticized Chile's bid to host the championship.
1998	France World Cup	Fan brawls, the most violent in FIFA World Cup history, continued for three consecutive days in Marseille after a British fan burned Tunisia's national flag.

Source: Al Raya newspaper, "Qatar World Cup Safest Edition Ever," <https://cutt.us/YFHpb>.

A strange contrast that occurred during the championship that exposed the fragility of the campaign against the Qatar 2022 World Cup is that Qatar succeeded in providing security and safety for all fans inside and outside the stadium for the Belgium-Morocco match, while clashes, riots, and violence broke out in Brussels that required police forces to intervene after the Moroccan team defeated its Belgian counterpart. Meanwhile, the Qatar 2022 championship was attended by 3,404,252 fans over the 64 matches. This was the third highest attendance rate for the World Cup after the United States 1994 and Brazil 2014 editions. Despite these huge crowds, security management was ideal, and no rioting occurred in the stadiums or fan zones that could have harmed the championship.

Among the clearest evidence of security at the stadiums and the various sports and entertainment facilities were the prominent presence of women the family-friendly nature of the matches and events. This reflects confidence in Qatar's security management and peaceful and calm atmosphere throughout the 64 games of the championship.

This tight security management is the result of the security plan developed by Qatar before the beginning of the championship. The Qatari Official Gazette published the following in Chapter Four, Security and Safety, of Article 9 of Law No. 10 on the Arrangements for Hosting the FIFA Qatar 2022 World Cup:

The Security Committee shall develop the security plans necessary to host a safe Championship in accordance with the highest standards and best international practices, the Hosting Contract, and the Government's Guarantees in coordination with the competent authorities. The Security Committee shall also set forth the measures for training the security personnel in coordination with the competent training authorities inside and outside the State. Each entity that shall participate in operational security operations shall set up a training program for its representatives in the said operations that shall be consistent with the standards referenced in the previous paragraph in order to guarantee a safe environment during the preparatory stages for the Championship and during the Championship itself. These programs shall be subject to the approval of the Chairman of the Security Committee. "The Security Committee may partner with regional and international bodies that have similar functions and other specialized domestic and foreign companies (Al-Meezan, 2022).

These recommendations provided the legal framework for personnel training and security planning for optimal security management of the 2022 World Cup and outlined all aspects of the features and preparations for the security plan.

We find that the FIFA World Cup Qatar 2022 sought to fulfill the Shariah objectives to attain SDGs, prominent among which was the preservation of intellect by developing people's intellects and expanding their knowledge and culture through contact with and exposure to other cultures, which is what happens when people from the different nations with different cultural backgrounds gathered in one place for the 2022 Qatar World Cup.

There was, however, a negative side to the congregation of the huge crowds of fans in the form of the desire to consume intoxicants by some fans. The sight of alcohol consumption and other intoxicants might have tempted people and encouraged others to do the same, which could have triggered unacceptable behavior, vandalism, and violence at Qatar's facilities and against fans of other teams. The effects of alcohol are well known, as are the mafia and street gangs that can exploit the crowds to rally, mobilize, and conceal their actions, concealed by large masses of people. It is known that the consumption of alcohol increases rates of violence and the use of foul language among fans, which can disturb the peace at sports facilities (Alcohol and Drug Foundation, 2019).

It is for this reason that governments and organizing bodies now call for banning alcoholic beverages around stadiums and fan areas, following in the footsteps of the French government's call to the French cities that hosted the UEFA European Football Championship (Euro 2016) to ban alcohol sales near stadiums and fan areas (BBC News Arabic, 2016). Alcohol was previously banned, but this did not have the desired outcome. During the finals of the FIFA World Cup 1990 Italy,

clashes erupted between police forces and fans of the British team after alcohol was banned in Cagliari, capital of Italy's Island of Sardinia (BBC News Arabic, 2016).

The topic of alcoholic beverages triggers violence, whether alcohol is sold or banned. Cases of fan violence have also been recorded at European championships after wine and alcoholic beverages ran out or in protest to sell them. Empty wine bottles have often been used as dangerous weapons during violent confrontations and acts of sabotage. It is not possible, however, to place all the blame for violence on alcohol and drugs. Stadium violence and riots may also be organized or orchestrated by outsiders or organized gangs with different political, religious, ethnic, or ideological agendas who infiltrate the spectators and exploit the masses to commit targeted violence.

During the UEFA Euro 2016, the European Union handed Russia a suspended disqualification from the European championship, hosted by France, in addition to a €150,000 fine, after Russian fans were implicated in acts of violence. The French authorities deported groups of Russian fans following stadium riots. The French police also accused 150 Russian hooligans, whom it described as "trained," of being involved in fan brawls after Russia's game against England in Marseille. The police also sent six British fans to trial (BBC News Arabic, 2016).

Jeff Pearson, lecturer of criminal law at the University of Manchester, who witnessed first-hand the clashes between British and Russian fans in Marseille, said that the Russian fans who attacked their British counterparts at the Orange Velodrome Stadium in Marseille did not appear to be drunk (BBC News Arabic, 2016), which indicates that it was a case of organized, targeted, and premeditated violence. Some cases of the most notorious stadium violences and riots are presented in table 2.

Table 2: The most notorious stadium riots worldwide

Year	Country	Incident
1964	Peru	318 dead and 500 injured
1971	Scotland	66 spectators dead and approximately 200 injured in fan riots and a stampede during a Derby match between the Celtics and Glasgow Rangers
1974	Argentina	74 dead and 150 injured in fan riots and stadium stampede after a match between River Plate and Boca Juniors
1982	Moscow	340 dead and thousands injured during a game between Spartak Moscow and Haarlem FC of the Netherlands
1985	Peru	56 dead in a fire at a local match at Valley Parade ground
1985	Belgium	39 dead, mostly Italians, during the European Cup final between Juventus and Liverpool
1989	Sheffield	A post-match stampede left 96 dead after a game between Liverpool and Nottingham Forest

1996	Costa Rica	84 persons dead in riots
2001	South Africa	34 dead and hundreds injured in a stampede at Ellis Park Stadium
2009	Côte d'Ivoire	19 dead in a stampede shortly before kicking off a match between Côte d'Ivoire and Malawi
2011	Egypt	74 dead and hundreds injured

Source: Eman Mahmoud, "Most Notorious Stadium Riots Worldwide," <https://www.almrsl.com/post/553433>

In any case, the championship organizing committee announced a ban on drinking in public outside of designated areas and on promoting sexual perversion or any acts of indecency that go against Qatar’s Islamic identity. These arrangements had positive outcomes with a significant contribution to bolstering security. As a result, the Qatari edition of the global football event never witnessed any assaults, security tensions, or riots. This prompted organizers of mega sports events, such as the Paris 2024 Olympic Games, to seek to ban alcoholic beverages in indoor halls and stadiums.

Western and global media are still analyzing the method and approach adopted by the State of Qatar for dealing with a multitude of issues, including sexual perversion and the so-called LGBTQ community. Responding to a question by CNN TV Anchor Christiane Amanpour during an exclusive interview about what it would be to accept the “LGBTQ community” in the region, Qatari Prime Minister Mohammed bin Abdulrahman Al Thani said: “Our society wishes to preserve its traditions and is very proud of its faith. This is something that is not acceptable in our faith” (CNN Arabic, 2023).

Commenting on a question about the safety of LGBTQ persons, the Qatari Prime Minister said: “As long as they respect the Law in public areas, nobody’s safety is in question.” He further explained that no hate crimes were ever committed in Qatar related to LGBTQ persons, referring to Qatar’s track record in the last fifty years compared to any other country in Europe, where thousands of hate crimes were committed against LGBTQ persons in the previous year in some modern European countries, while none were committed in Qatar.” He added: “These are our laws, our rules, and our culture. Anyone who wants to come here is welcome as long as he respects it, just as they expect from us and the Qatari people to respect their laws and their norms” (CNN Arabic, 2023).

Qatar’s efforts for a safe championship were not limited to hard security or personal and property protection measures but were more broadly focused and comprehensive. Health security was also a focus, particularly because the championship, being the biggest global sports event, took place in the aftermath of one of the deadliest pandemics the world had ever seen. Qatar succeeded in managing massive crowds while protecting its health security through the adoption of strict health measures.

Qatar developed a health strategy to keep visitors safe and protect them by regulating entry and exit, preventing overcrowding on roads and stadiums, and offering enhanced health services by improving its health workforce and offering emergency first aid and medical services for visitors in need. Before that, the safety of the workers involved in building and equipping Qatar's sports facilities had also received special attention.

Qatar facilitated visitors' access to healthcare services at all hospitals, medical centers, public and private clinics, and pharmacies. Government hospitals also offered emergency and urgent health services free of charge for Hayya cardholders. The Qatari Ministry of Public Health offered visitors travel insurance that provided health service coverage throughout their stay and created a web page to provide more information.

These measures were a key element for preserving human life as a fundamental objective of Sharia, i.e., to keep people safe from any harm, danger, or disease. Qatar succeeded in managing the global sports event despite massive pandemic-related challenges. Thanks to the Qatari health strategy, Qatar succeeded in ensuring health security for staff and visitors alike.

4. 2022 FIFA World Cup & Embodying Sustainable Investment Goals

How much did Qatar pay to build the World Cup stadiums? Did the State of Qatar save funds, protect the rights of future generations, and comply with the goals of sustainable development? These pressing questions have no doubt been on the minds of every researcher concerned with the Qatar 2022 World Cup experience, as well as the fans and visiting delegations.

Investment, which accounts for all its economic, social, and environmental aspects, is a goal of every country because investment leads to what is known as "sustainable development." In analyzing its social and environmental dimensions, a method known as cost and benefit analysis is used to achieve two objectives (Al Sharkajy, et al., 2019):

- To determine the social and environmental viability of an investment project; and
- To provide a baseline that can be used to compare investment projects that have social benefits and costs.

According to government data and official statements, Qatar spent approximately \$220 billion on infrastructure and mega-development projects over 11 years since it was awarded the right to host the 2022 FIFA World Cup as shown in Figure 1 below. These projects included the construction of World Cup stadiums, infrastructure including roads, bridges, bicycle tracks, public gardens and parks, a metro and tramway network, restaurants, accommodations for fans, and expanding the Hamad International Airport, among others. Hosting the FIFA World Cup and the projects pursued for that purpose fall within the framework of the Qatar

National Vision 2030 as was explained by the Supreme Committee for Delivery & Legacy (SC), which was in charge of Qatar's bid to host the 2022 World Cup.

In previous statements to Qatar News Agency (QNA), Secretary General of the Supreme Committee for Delivery and Legacy (SC) Hassan Al Thawadi underscored the crucial importance of hosting Qatar 2022 World Cup to Qatar's legacy. He said that the significance of hosting the mega sports event is not limited to mere football competitions but is an embodiment of the goals set by Qatar in its National Vision for 2030, such as economic diversity, supporting environmental initiatives, human development, and social advancement. Addressing the World Economic Forum, Al Thawadi stressed that hosting the 2022 World Cup in Qatar helped to accelerate the achievement of the goals of Qatar's national vision (Maghribi, n.d.).ⁱⁱⁱ

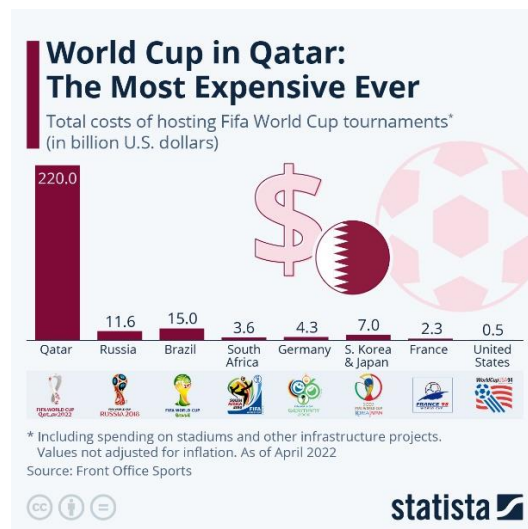


Figure 2. The Cost of Organizing the World Cup

The statistics below in figure 1, show that the Qatar 2022 World Cup was the most expensive in football history. The cost did not only include building new stadiums or renovating existing ones, but all the funds spent on infrastructure (Al-Arabiya.Net, 2022). According to the data gathered by “Statista,” the Qatar World Cup was the most expensive ever by a substantial margin. The astronomical costs came to approximately \$220 billion, which is approximately more than the costs of all previous editions of the championship combined (Armstrong, 2022). In contrast, the costs of the 2006 World Cup in Germany, for example, appear almost minuscule at \$4.3 billion.

Qatar's huge expenditure of \$220 billion, which is 27 times higher than the \$11 billion spend on Russia's World Cup, highlights the high expectations pinned on the event. These hopes go beyond tangible economic benefits to Qatar's security strategy because the event afforded Qatar the opportunity to bolster its international position as a safe and stable country (Al-Khateeb, n.d.). Sports are important as a popular cultural element that brings people together on the one hand. On the other hand, it has particular importance for the State of Qatar and its wish to break down the orientalist stereotypical image of the Arab people as imagined by the West. The

event may have allowed Qatar to showcase its culture and introduce it to the entire world (El Hagiry, 2021).

Qatar's World Cup experience created a permanent landmark for sustainability and paved the way for sustainable thinking that has manifested itself in project construction and management. In this respect, Chairman of the Gulf Organization for Research & Development (GORD) Dr. Yousef Alhorr said: "Qatar laid plans for cutting climate pollution and carbon emissions long before winning the right to host the World Cup. Yet it is undeniable that the opportunity to host the world's most popular sports event has helped accelerate our progress in this important area. We knew from the outset that the championship could serve as a catalyst for a green transition, not just in Qatar, but around the world" (Al-Horr, 2023).

The optimal investment of money that the State of Qatar made during its hosting of the World Cup is a good example of the preservation of wealth under the auspicious of the objectives of Shariah. Despite the high reported cost of the 2022 World cup of about of \$220 billion, the costs associated with the new world-class stadiums in Qatar are only in the order of from \$6.5-10 billion. This is a significant increase over the US\$4 billion previously spent on the 2006 World Cup in Germany, but the bulk of the spending is infrastructure costs that are components of the broader QNV2030 plan. These include the construction of an innovation center with hotels, a sophisticated metro network, and airports in addition to other infrastructure projects, clean and energy projects. These were designed and built following the highest globally recognized sustainability standards and fall into the legacy projects category which will benefit future generations.

Conclusion

The Qatar 2022 World Cup hosting experience was a complex challenge for Qatar. The challenge was made even more difficult by Qatar's ambition to organize a world-class edition that is consistent with sustainability and environmental standards and a modern state-of-the-art infrastructure while simultaneously showcasing its national identity and its Gulf, Arab, and Islamic roots, respecting Qatar's values, and society in a manner that is consistent with the objectives of Islamic Sharia as called for by the goals of sustainable development.

Hosting the FIFA World Cup was a tremendous security challenge for Qatar due to the huge crowds of people to be kept under control while providing them with the security that they need at specific times and places. This required relentless efforts and effective security management. The State adopted and followed proactive legal, physical, and technical measures to deal with these challenges, particularly in response to 1) the campaign that sought to undermine Qatar's 2022 World Cup bid and organizational efforts and question the State's capabilities; and 2) the bigoted and hostile attitudes towards the State and, by extension, its Arab and Islamic cultural roots.

The Qatar 2022 World Cup hosting experience embodied some prominent objectives of Sharia: preserving the religion. It achieved this by preserving, protecting, and promoting respect for Qatar's identity, of which Islam is the most important source and cornerstone. Proselytizing organizations seized the opportunity offered by the global event to call others to Islam through wise and good preaching, debunking stereotypes, and promoting Qatar's national identity and its diverse sources calmly and objectively, which left a positive impression on Qatar's visitors.

The objective of preserving human life involves dealing with violent behavior, intolerance, assaults, and vandalism at sports facilities when large numbers of people gather in one place at the same time, which puts human life in jeopardy. The goal of preserving human life was not solely manifested in the measures taken to maintain public order and protect people and property but in the efforts to protect people from diseases and epidemics, which is of particular importance given that the global event was the first of its kind to have been held after the waves of COVID-19 and its associated closures. Qatar succeeded in building a resilient and well-developed health system to monitor any health risks associated with huge crowds of fans from all over the world and flourished in protecting health security, which is an important aspect of human security, and the objectives of Shariah.

Thanks to modern and advanced administration, Qatar succeeded in hosting the safest edition in FIFA World Cup history despite the unprecedented number of visitors. Nor was its success limited to the championship hosting experience; global quality-of-life and national and community security indices indicate that Qatar is the safest country in the world. This reality is part of the framework of the State's general policy goals and is one of its most important priorities. This provides a solid foundation for other development projects and is a first step towards sustainability because how can we discuss sustainable security's environmental dimensions and work to protect current and future generations from the different threats without laying a keystone for a solid foundation of security? Qatar has succeeded in doing just that.

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