

## **FIFA WORLD CUP QATAR 2022: A TOOL OF SOFT POWER IMAGE**

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### **Abstract**

*Qatar has been using its soft power tools to enhance its influence across the region and globe. Among these tools' diplomacy and mediation, education and research, culture, media, and sports are among the most prominent. Qatar got the privilege to hold and host the FIFA World Cup of 2022 by winning the bid in 2010. It was not only an opportunity for Qatar but a great challenge as well. Soccer World Cup is the second biggest sports event in the world, and its arrangement for a tiny state was challenging indeed. So, Qatar put many stakes on. This paper aims to study the FIFA World Cup 2022 as a tool of public diplomacy by Qatar and to find whether Qatar remained successful in enhancing its influence among the people across the region and the globe.*

*This research paper applies qualitative and quantitative research methodology. To know the observations of the visitors to Qatar during the FIFA World Cup 2022, a structured questionnaire was sent to the visitors on their WhatsApp contact numbers. respondents from almost 18 countries from Asia, Europe, Africa, and South America were approached. They were asked various questions about Qatar's role in the FIFA World Cup, its preparations and infrastructure for holding the World Cup, World Cup arrangements, etc. The respondents observed that FIFA World Cup arrangements, behavior of the locals with the foreigners, and arrangements of safety and security, inter alia, were up to the mark. Above all, as compared to the other FIFA World Cups, more than 90 percent respondents declared it as the best, recommended Qatar for another FIFA World Cup, and as the future destination. The results show that Qatar remained very successful in achieving its objectives of attaining a soft power image.*

**Key Words:** *Qatar, FIFA, Power, Soft Power, Public Diplomacy.*

### **Introduction**

Qatar is a small tiny state in the Arabian Gulf that has been struggling to play an independent role in the region and globe. Before the rule of Sheikh Hamad bin Khalifa (HBK), Qatar was following the footsteps of the Kingdom of Saudi Arabia, in its foreign policy. When HBK came into power in 1995 through a coup by overthrowing the government of his father, he developed differences with Saudi Arabia as Saudis didn't like the coup by a young man who didn't like the

hegemony of KSA in the Gulf region. Saudi Arabia remained involved in anticoup activities against Hamad bin Khalifa which further strained Saudi-Qatar relations during Hamad's era.

Hamad bin Khalifa was a visionary leader who chose a different and independent role for Qatar in the region. In opting for this choice, he faced many challenges in the region. Anti-coup attempts against him, diplomatic cut-off, and finally blockade in 2017 were prominent steps taken against Qatar as a result of its solo flight. However, the state of Qatar never bowed down to any of the threats and continued to enhance its regional and international influence through soft power tools. Seeking regional and global influence, Qatar uses soft power tools like public diplomacy and mediation, sports, culture, and education and research. Sports have been one of the important tools that Qatar has been applying to enhance its influence across the globe. So far, Qatar has hosted many sports events at regional and world level. FIFA World Cup Qatar 2022 proved to be the most important of all those events. This research paper first examines the concept of power in international relations, followed by sports as a means of soft power by Qatar, and finally examines FIFA World Cup 2022 as a case, how Qatar used it to gain more soft power and enhanced its influence across the region and globe.

#### **Literature Review:**

Antwi-Boateng states Qatar is investing in football internationally by sponsorships contracts with renowned football clubs of Europe as it purchased Paris Saint-Germain. He further states that Qatar's privilege of holding FIFA World Cup in 2022 augmented its international image, reputation and influence. Although Qatar is not a big power in any sports in the world, it has been looking for and successfully hosting major sports events. In 2006, it successfully held the fifteen Asian Games, and in 2010 got an opportunity to host the FIFA World Cup 2022 by winning the bid. Winning of the FIFA bid greatly increased Qatar's image and reputation in the region and around the globe (Antwi-Boateng, 2013). Rolim Silva explain, by studying the foundation of 'Qatar's National Olympic Committee', that sports is a significant instrument of Qatar's nation branding. Procedure which tremendously contributed in creating a national identity. He finds that Qatar is gaining global recognition by investing in sports infrastructure and holding of international sports events (Silva R. , 2014). Daniel Reiche examines the reasons for Qatar's investments in sports as an instrument of local and foreign policy. He concludes that the cause for Qatar's national spending on sports is the diversification of the economy (Reiche, 2015).

Qatar has been utilizing sports to enhance its soft power influence and image across the globe through sponsorship contracts and deals with renowned European sports organizations and by purchasing famous European football clubs. In 2010, for example, Football Club (FC) Barcelona accepted the Qatar Foundation offer to use its logo and preferred it over UNICEF. In 2011, Qatar purchased, Paris Saint-Germain, a Parisian football club, the iconic but cash strapped. Thus, using its immense resource wealth to invest in a largely popular international sport, Qatar is tactfully making its global image and augmenting its influence across the globe through football diplomacy (Corruzzi, 2013). Kaifi in his study regarding Qatar's 'Use of Soft Power' elaborates that Qatar manifests soft power by attracting various global international institutions to enhance its global image and influences. He further elaborates how wining of FIFA bid for

2022 world cup successfully augmented Qatar's international reputation. He was of the view that FIFA world cup Qatar 2022 would bring potential investments to Qatar (Kaifi, 2015).

Krzyzaniak studies three small states i.e Qatar, Azerbaijan and United Arab Emirates to know how these states use football to enhance their soft power. He finds that states have established a unique method of subsidizing elite football clubs to enhance soft power. He further states that sponsoring the jerseys of football teams is appealing to these nations and sponsoring the teams results in more soft power benefits (Krzyzaniak, 2018).

In the newspaper, L'Equipe Pascal Boniface, a French writer and specialist in geopolitics, analyses how Qatar utilizes the sports in the context of public diplomacy. He says Qatar opted for sports diplomacy to be alive in the ground, in a geopolitically troubled region. According to him, making a soft power image, and attraction are key factors for a state to enhance its influence. He further elaborates; today it is not easy for any state to have bad intentions towards Qatar. Qatar intends to be a small superpower by playing a great diplomatic role that goes beyond the potential of its size and population. Gaining the role of major actor in world sports will make Qatar to be an active and major player in global diplomacy." (Al-Tamimi, Amin, Zarrinabadi, 2023).

#### **Methodology:**

A mixed research method was adopted to address the research question, using both primary and secondary data. Secondary data has been taken from books, journals, periodicals, magazines, newspapers, and electronic sources. Primary data have been collected through a questionnaire from visitors to Qatar.

#### **Sampling:**

Visitors to Qatar during the FIFA World Cup 2022 were the target population for data collection. Convenience and purposive sampling were selected for the collection of primary data. The reason for applying this type of sampling was that it was not possible to have access to a great number of visitors. Therefore, WhatsApp contacts of some of the international volunteers were obtained through some sources in Qatar and structured questionnaires were sent to them on their contact.

#### **Data Collection:**

Both primary and secondary data have been used in this research paper. Primary data from the visitors, who visited Qatar during the FIFA World Cup 2022 was collected through a structured questionnaire, mainly focusing on, Qatar's public diplomacy. Qatar uses public diplomacy as a soft power tool to spread its influence in the region and the world. During the FIFA World Cup, many people visited Qatar to volunteer and watch the World Cup matches. The researcher could access visitors from almost 20 countries stretching on four continents. Furthermore, secondary data from books, research papers, magazines, periodicals, newspapers, and internet resources were collected.

#### **Simple Statistical Analysis:**

The tabulation technique of the Simple statistical method for the data acquired through a structured questionnaire was adopted for analysis. As the objective was to know people's observations about Qatar during the FIFA World Cup, therefore it was simply done by making the tables and knowing the percentage of each item.

This technique proved more accurate, keeping in view the objectives of the study.

### **The Concept of Power:**

The concept of power, mainly in politics, has been under discussion among scholars of social sciences for centuries. It has been under discussion in all the times from ancient Greek to modern times. Renowned social scientists like Plato, Aristotle, Machiavelli, and Max Webber, inter alia, discussed this concept. Some writers discuss power generally, while some relate it to individuals, groups, and finally state. Here we are concerned with the power of the state as it is understood in international relations, but it is pertinent to have a glance into various perceptions of the writers and philosophers as they think about it.

Max Webber defines power as the carrying out of the will of an actor despite the resistance of others within a social relationship. He is further of the view that power is a zero-sum game, and it is derived from the qualities, resources, potential, and capabilities of one subject. (Weber, 1947, p. 152). However, his concept of power has been under severe criticism. Arendt is of the view that power belongs to the group not to the individual (Arendt, 1970).

### **Power in International Relations: -**

In the fields of IR and Political Science, the concept of power has been a hot debate among philosophers and theorists. In international relations, many schools discussed this concept but mainly it has been the point of focus of the realist's school of thought. Hans Morgenthau, a classical realist, is of the view that "international politics, like all politics, is a struggle for power, and whatever is the ultimate aim of international politics, power is always the immediate aim" (Morgenthau, 1954). He keeps on elaborating it that 'ubiquity of the struggle for power in all social relations on all level of social organizations' made the field of international politics a necessity of power politics. (Morgenthau, 1954, p. 31). Another theorist, E.H. Carr, agrees with Morgenthau and says that 'politics, at its heart, is power politics'. (Carr, 1964). Mearsheimer is of the view that all realists see power as the core of how states perceive the world around them. (Mearsheimer 2001, 12).

Mainly realists agree that power has been the fundamental factor in establishing political relations, may be domestic or global, but individual thinkers have different perceptions about the concept. For example, classical realists are of the view that the constant struggle for power generates because of fundamental human drive for power, or alternatively, human nature is the fundamental drive for power. (Morgenthau, 1954). While on the other hand structuralists (neorealists) believe that it is the anarchic structure of global politics which forces the states to increase their power to the maximize. (Mearsheimer, 2001, Dunne, Kurki and Smith, 2013). Kenneth Waltz, a new realist, is of the view that there are disagreements among the writers how to measure and perceive power. (Walt, 2002). Some of the writers define power in terms of resources of the states while rest of the scholars define it in terms of a state's relations to another state, so to them its relational or relevant. (Baldwin, 2012, 2)

Supporters of the national power approach link power of the state to the resources, in all form, in a state. All the resource wealth which a state possesses determine the power of the state. The resources of national power may include population, size of territory, military strength and grand national product etc. Morgenthau equates the power of the state with the identifiable, tangible and measurable

resources and listed population, geography, industrial capacity, military strength and natural resources as the stable elements of the national power. (Morganthau, 1954). E.H. Carr regards the military power as the most important version of power in global politics as it serves the means as well as an end in itself. (Carr, 1964, p. 109). However Joseph Nye highlights the issue of conversion of national power or potential power into realized power, which could be measured by changed behavior of other states. (Nye 1990b, 178). On the other hand, Hart argues that it is not possible to measure all the resources of power. (Hart, 1976). Furthermore, mere focus on national power may rule out the other factors like non-state actors, alliances, issues of economic interdependence and collective actions.

Joseph Nye, a renowned theorist of international relations, defines power as an ability to have influence on others to achieve the desired actions. He shifted the concept of power from tangible to intangible one. He argued that the change in the international order has re-emphasized the use of intangible means of power like institutions, culture and ideology etc. (Nye, 1990, 167). In this way he splits power into hard and soft powers. Hard power is the tangible power of state which makes it able to achieve its goals through coercive or forceful means or threats. Historically power has been measured in terms of territory, population, military power, geography, natural resources and economic strength. Contrary to that, soft power is the ability of a state to influence and shape the actions of other states and non-state actors, without the use of coercive or forceful measures, but through intangible potential of the state like culture, political values, personality of the leader, institutions and state's legitimate policies having moral authority. (Nye, 2008, 95).

Historically, Stephen Lukes introduced the concept of soft power and called it the third face of power. (Lukes, 1974). He illustrated it as the ability of an actor to get it done from others which they are not willing to do, which means affecting other thoughts, preferences, or desires. In the same manner, E.H. Carr, a renowned theorist, divided power into three categories; military power, economic power, and power over opinion. (Carr, 1946, 108). Here the power over opinion is part of soft power as described by Joseph Nye.

### **Qatar's Sporting Legacy: Historical Evolution: -**

Along with other tools of publicity and soft power, Qatar also used sports very well and involved itself in organizing and hosting of many sports events. It has a very good reputation for hosting these events. It has been Qatar's old and historical instinct that being an underdeveloped country, somehow, it had been involved in hosting some sports events. Qatar, in 1960s, was the only country in the region having a grass pitched stadium. (Roberts, 2017). Over this pitch Qatar had hosted a football match between its oldest club, Al Ahli and Brazilian Santos Football Club, the legend Pele's club, in 1973. (Silva, 2014). Qatar also hosted Muhammad Ali's open air boxing fight in 1971 and a football tournament of the regional teams, Fourth Gulf Cup, in 1976. In 1980s Qatar started implementing its sports policy and began construction of sporting infrastructure, formed six main modern sports clubs, built its first international standard stadium and also formed a tennis federation for the country. (Gray, 2013). In 1980, on the directions of Hamid bin Khalifa Al-Thani, Qatar became the member of the International Olympic Committee. (Silva, 2014, pp. 308-315).

Qatar hosted FIFA Asia Cup in 1988 and FIFA world cup under 20 in 1995. And hosted an annual event of Association of Tennis Professionals (ATP) in 1993. Over Qatar’s interests in sports, the New York Times reported that Qatar was making a move to be a ‘Sports Capital’. (Clarey, 1993). However, Qatar’s involvement in the sports increased in 21<sup>st</sup> century significantly, especially under Hamad bin Khalifa, in his both capacities, as heir apparent and later as emir of Qatar. In the year 2000 Qatar hosted regional championships of handball, sailing, basketball, indoor athletics and fencing championships, and world table tennis and weightlifting tournaments as well. In 2006, Asian games, hosted and held in Qatar, was the largest sporting event held in Qatar by then. In 2011 Qatar hosted the FIFA Asia cup, another big and prestigious event held in Qatar, and the same year Pan Arab Games were also held in Qatar. Qatar hosted Swimming World Cup, Handball World Cup, Road Cycling World Cup and Gymnastic World Cup in 2014, 2015, 2016 and 2018 respectively (E.Russo, 2022) Qatar’s ambition for sports reached to climax in 2010 when it won the bid of hosting the FIFA World Cup of 2022, the second-largest sporting event in the world. In November 2009, Qatar got the rights to host the World Athletic championship in 2019 by winning the bid.

Table: List of the major sports events held in the last two decades: (N. Al-Tamimi, 2023).

S.No	Year	Event Name.
1.	2004	ITTF World Team Table Tennis Championships.
2.	2004	Asian Handball Championships
3.	2005	World Weightlifting Championships
4.	2005	Asian Basketball Championships
5.	2005	West Asian Games.
6.	2006	Asian Games
7.	2006	Asian Sailing Championships
8.	2008	Asian Youth Wrestling Championship
9.	2008	Asian Indoor Athletic Championships
10.	2008	Asian Optimist Sailing Championship
11.	2009	FIVB Club World Championship
12.	2009	Asian Fencing Championships
13.	2009	ISF World Gymnasia.
14.	2010	ISAF World Junior 470 Sailing Championships.
15.	2010	IAAF World Indoor Championships
16.	2011	Asian Football Cup
17.	2011	Pan Arab Games
18.	2012	Asian Shooting Championships.
19.	2014	FINA Short Course World Championships.
20.	2015	IHF handball World Championships.
21.	2015	World Amateur Boxing Championships.
22.	2015	Doha 2015 IPC Athletics World Championships
23.	2015	World Robot Olympiad
24.	2016	UCI Road Cycling World Championships

25.	2018	FIG Artistic Gymnastic World Championships
26.	2019	FIFA Club World Cup.
27.	2019	IAAF World Championships.
28.	2020	AFC Champions League
29.	2021	FIFA Arab Cup
30.	2022	FIFA World Cup
31.	2023	Artistic Gymnastic World Cup
32.	2023	World Judo Championship
33.	2023	FIBA 3x3 World Tour-Doha
34.	2024	World Aquatics Championships

**Source:** Al-Tamimi, N., Amin, A., & Zarrinabadi, N. (2023). *some more events have been added by the author*

Asian games held in Qatar in 2006 proved to be the base for winning the bid of FIFA world cup 2022. By hosting these games, Qatar gained experience, confidence and profile to pursue other international sporting events and especially big events like FIFA world cup. These games gave a good name and fame to Qatar and boosted its image in the world. It was due to hosting of Asian games that Qatar was motivated to establish Aspire zone which, after the games, became a key tool in promoting the national image of Qatar not only in the region but in global world. The Asian games also gave an economic boost to Qatari economy during the decade of 2000-2010, especially in the sectors of construction, hospitality, tourism. (Gray, 2013, p. 172).

A world class ‘Aspire Academy’ was established in 2004 for training and development of young athletes in various sports. The creation of this state-of-the-art academy demonstrates Qatar’s commitment and enthusiasm in international sports. Aspire zone is a sports complex for multiple sports activities and events including a sports hospital and ‘Aspire Dome’. It is one of the largest sports complexes in the world. It is an international academy which entertains and accommodates all levels and ages of players. (England, 2009). This academy was meant not only to persuade and attract world legends of football to play in Qatar’s, but it also pays the potential athletes from other nations to adopt Qatar’s nationality and to represent Qatar in international tournaments. It also attracts and manages world top-class football teams and players for mid-season breaks. In 2010, Aspire hosted IAAF World Indoor Championships in track and field. It also holds programs which aim at professional training and development of aspiring players from poor and developing countries in the world. Here we have two examples of such programs: in 2007 an initiative was taken to hunt and groom talented and potential players from fifteen countries in full coordination with their national football associations. A second program was started in 2009 to host and nurture young players from ten countries in Africa. Undoubtedly, the Aspire policy of Qatar government for developing young athletes and sending them back, fully trained, to their home countries has earned a widespread support and influence internationally, and especially in the poor developing countries. (Ulrichsen, 2014).

### **FIFA World Cup Qatar 2022: As a Tool of Soft Power:**

It was on 2<sup>nd</sup> December 2010, in the early evening of Thursday, in the FIFA house in Zurich that the president of FIFA, Sepp Blatter took out a piece of paper from

an envelope and showing the paper to the audience loudly said ‘Qatar’. In the audience, the then Qatar’s Emir, Sheikh Hamad bin Khalifa Al-Thani stood up and rushed, with a joyful smile on his face, towards his son, Sheikh Tamim bin Hamad Al-Thani, the then heir apparent and present emir of Qatar, and hugged him enthusiastically and celebrated the result of the bid. Qatar has been granted the privilege to hold and host the FIFA World Cup of 2022. It had become the first Arab and Muslim country and the first in the Middle East to host the Soccer World Cup. It was amazing for a tiny state like Qatar which had never qualified to play the FIFA World Cup. It wasn’t an easy bid. In the competition the US, England and Spain were contesting. In the FIFA executive committee there are twenty-four members/voters who vote in this contest. In this tough scenario, going through the race by beating the mighty powers and influencers shows that Qatar’s regional and international influence and support proved greater than all others. (Guardian, 2010). Qatar was also competitor in the bid for summer Olympics 2016, but it couldn’t qualify due to some deficiencies and issues which were highlighted. This time all those issues were addressed by Qatar by including in its bid for FIFA 2022 world cup. Qatar promised to use carbon neutral air conditioning system, on solar system, to cool the stadium air to around 25 degrees Celsius. Qatar also undertook/promised in the bid to dismantle the parts of some of the stadiums and donate them to poor countries, lacking sporting and major event infrastructure. For this purpose, Qatar had built a stadium named 974, by using 974 recycled shipping containers in its construction. Its dismantling was started, even during the world cup, after six group matches have been played in it (Floran, 2022). Qatar had taken a holistic view of the bid including international and economic development, to prove itself a responsible country to host the world cup. (Gray, 2013, p. 173).

Qatar had to face a lot of post-bid allegations and challenges by rivals. Qatar was accused of using corrupt practices and making payments via intermediaries to secure the bid. The accusers claimed that Qatar targeted specific voting countries in the executive committee of the FIFA to offer them sponsorship of Aspire programs. Questions were also raised about Muhammad bin Hammam, who belonged to Qatar and remained the president of Asian Football Confederation from 2002 to 2011. As these charges had no substance, and Qatar also denied all these charges which were very quickly disproved. The accusations of Aspire program seemed baseless as Aspire policy had been in practice well before Qatar’s decision to move for the bid of world cup.

Saudi Arabia and UAE, being antagonistic to Qatar, were not happy over Qatar’s winning of the FIFA world cup bid for 2022. The world cup 2022 came under more threat during the blockade 2017-2021, when Saudi Arabia, UAE, Bahrain and Egypt completely blockaded Qatar to bow down to their conditions. In November 2017, Hotmail messages of UAE ambassador to US, Yousaf Al Otaiba, were leaked. He was a prominent anti-Qatar propagandist. In the messages, *inter alia*, he wrote the blockade aimed to make it difficult for Qatar to make and maintain required infrastructure for the upcoming FIFA world cup, and FIFA was asked to shift the world cup to other countries. The aim was to bring FIFA world cup to UAE (Grim and Walsh, 2017).

The UAE and Saudi Arabian plan worked a little bit initially in 2018 when Mr. Gianni Infantino, the President of FIFA, announced to increase the tournament



teams from 32 to 48. He also mentioned that Qatar didn't have the required infrastructure, and possible co-host could be Saudi Arabia (Steinberg, 2023, p. 21). In April 2018, a Middle Eastern Group offered US\$ 25 billion to FIFA for the rights to a new club World Cup, and a new global world league for national teams. The FIFA President's announcement and attempt of this group might have been a manipulation to expand the 2022 World Cup to Saudi Arabia. But Qatar strongly resisted and threatened to sue FIFA. A few months later Infantino dropped his plan to the next World Cup of 2026.

**Table-2: Visitors to Qatar Responses on FIFA World Cup Qatar 2022.**

Items	Response Percentage			
	Excellent	Good	Fair	Poor
How would you rate Qatar's infrastructure for hosting the FIFA World Cup?	93.8%	3.1%	3.1%	00%
How would you rate the transportation options provided for fans (metro, buses, etc.)?	95.4%	3.1%	00%	1.5%
How was your experience with Qatari culture and hospitality?	90.%	9.4%	00%	00%
How welcoming and accommodating did you find the locals?	<b>Very Welcoming</b> 89.2	<b>Somewhat welcoming</b> 9.2	<b>Neutral</b> 1.5	<b>Not Welcoming</b> 00%
Did you face any issues related to safety or security?	<b>Yes</b> 86%	<b>No</b> 0.01%	<b>Neutral</b> 12%	
Do you believe Qatar has strengthened its regional influence by hosting the World Cup?	69%	09 %	22%	
Would you recommend Qatar to host another FIFA World Cup?	96.9	3.1	0.1%	
Would you recommend Qatar as a destination to others?	78%	03%	19%	

Source: *The table is generated from the data collected by the author through the Likert-type Scale.*

Qatar very well used the FIFA World Cup as a public diplomacy tool. The people who visited Qatar during the FIFA World Cup, to volunteer or watch the World Cup matches, were asked various questions about Qatar. The author also served as a protocol volunteer. During volunteering, when met a fan from Mexico who was supporting Spain in a match. Spain won the match, and the author congratulated Spain's fans on this victory. His response was amazing. He replied, "No, Qatar has won, Qatar has won everything". Visitors were happy to see all the arrangements for the FIFA World Cup. Qatar has been in the struggle for a

long time to make a name in the world in many fields, especially in mediation and sports. The FIFA World Cup was a golden opportunity for Qatar to make the dream come true, which it did. In a survey by the author, visitors were asked about Qatar's arrangement of the FIFA World Cup and its infrastructure 93.8 % responded that the arrangement and infrastructure were excellent. 95.4 % declared the transportation system as excellent, 90 % were very happy with the culture of Qatar, 90% of visitors declared the locals as very welcoming, 86% visitors didn't face any issue related to safety and security, 97% visitors recommended Qatar for another FIFA World Cup. The above survey proves that Qatar successfully achieved the target of public diplomacy and created a very good image in the heart of the people at regional and global levels.

### **Conclusion:**

Qatar is a very small country in the Persian Gulf, with a very small area and population. Before 1995, during the rule of Khalifa bin Hamad, Qatar was under the influence of Saudi Arabia which is one of the hegemonic power in the region and especially the only hegemonic power among the GCC states. In June 1995 there was a peaceful coup in Qatar when Hamad bin Khalifa overthrew the rule of his father and assumed the power. He was a visionary and revolutionary minded leader. He didn't like Qatar under the influence of any state in the region and positively utilized the resource wealth of Qatar to have its own say in various issues. He used soft power tools like mediation, sports, education, culture and tourism and made them Qatar's brands. In this struggle, Qatar won the bid of FIFA World Cup in 2010 to host the World Cup in 2022. It is one the biggest sports events in the world. In this paper we found that Qatar successfully achieved its target of holding the FIFA world cup. Before the FIFA World Cup there were many people in Africa and South America who even didn't hear the name of Qatar. But through FIFA World Cup Qatar 2022, Qatar won the hearts of people around the world through its lovely hospitality, wonderful arrangements of the events and marvelous sporting infrastructure. It is due to all this that 97% people recommend Qatar for holding another FIFA World Cup in future.

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