

Implication of FIFA 2022 on Active Living and Environmental Changes: A Managerial Perspective

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Abstract: This study is focused on the environmental impact of hosting FIFA 2022 in Qatar on the well-being and the active living of the residents. The primary data was collected through the questionnaire which was validated and tested using confirmatory factor analysis. The second-generation statistical analysis using Structural Equation Modelling (SEM) was adopted which undertakes both regression and factor analysis simultaneously using Partial Least Square Method. The results have shown that there is a significant influence of environmental factors on material-based factors, community-based factors, emotion-based factors, and health-based factors. Further, the community-based factor had significant influence on mental health, emotion-based factor has significant influence on social health, and health-based factor had significant influence on spiritual health. The environmental factors had significant influence on mental, social, and spiritual health. Surprisingly, the environmental factors and material-based factors had no significant influence on physical health. The implications of the study are in the form of suggestions to the managers of tourism industry and the strategic planners of FIFA 2022 in Qatar. Application of scenario planning tools may be required to make an estimate of the material-based factors. Optimum number of events to be hosted in the country may have to be estimated such that it contributes to the betterment of the community-based factors.

Keywords: Active learning, Environmental impact, FIFA 2022, Qatar, Spiritual, Wellbeing

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1. Introduction

The sponsoring of FIFA 2022 in Qatar is a major sports event for which the whole country is looking forward with all the zeal and enthusiasm. While the expectations are very high the preparations that take place in the country are also equally higher. Several committees are planning strategically to make the event the most memorable for all the lovers of the game from many different parts of the world. This has also made tourism and sports promotion a very important area for research in the Arab world particularly in the past decade. While most of the research studies are tourist based, there is also a need to make a research study host based because a wholehearted support and encouragement from the host community can make the sporting event the best experience for the tourists as well as for the residents.

Undertaking quantitative analysis on the impact of sporting events has been a field of interest to both the practitioners and academics (Sallent, 2011; Jin et al., 2011; Liu & Mwanza, 2014). It is a known fact that hosting of a mega sport event in a country or promoting tourism has both positive and negative impact on the wellbeing of the residents (Schröter et al. 2005; Everard et al., 2009; and Dokulil and Teubner, 2011 and Ansari & Gill, 2014). The impact could be on environmental, economic, social, cultural, or ecological front (Gratton et al., 2000; Porter & Fletcher, 2008; Nejati et al., 2014). There has been an increasing number of bids to host mega events such as FIFA because it gives a distinct identity to the country and at the same time opens up avenues to improve the trade and tourism and open the gates for globalization for better cooperation from the neighbouring countries as well as from the rest of the world (Jones, 2005 and Sallent, 2011).

There are a set of new disciplines which are emerging out in the context of promotion of tourism in many ways and are referred to as 'ecotourism' and 'sustainable tourism' (Liu & Mwanza, 2014). These research studies focus on many different aspects which sustain tourism in the economic, social, cultural, and environmental point of view. While these studies have been extensively carried out in the context of the western world, not many such studies are available to account for the state of affair of tourism in the Arab world. There is a need to study in depth how exactly the local residents feel about the hosting of the mega sport even such as FIFA 2022 and how would it impact their active living under the material, community, emotion, and health based perspectives. With this point of view, this research is a focussed study on the impact of the environment that gets created due to the hosting of sport event such as FIFA 2022 on the wellbeing of the local citizens and their active living conditions.

2. Relevant Literatures

2.1. Environmental impact

Any country which promotes tourism will have to make changes in the landscape and to some extent affect the quality of the environment that could be both natural and man-made. The hosting of mega events such as FIFA 2022 is directly linked to the tourism which in turn is linked with the environment and thus a complex-dynamic activity (Ansari & Gill, 2014). The construction of general infrastructure such as roads, buildings and transport systems, and the tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas at the cost of damaging the natural landscape are some of these impacts. Many researchers have found that the negative impacts of hosting mega events which would attract large number of tourists can gradually destroy the environmental resources on which it depends (Schröter et al. 2005; Everard et al., 2009; and Dokulil and Teubner, 2011). In direct contrast to these research studies, there is also evidence that hosting of the global events and promoting tourism can create beneficial effects on the environment by contributing to environmental protection and conservation (Tucker, G., Slingerland, 1997 and Klug, 2010). Thus, the environmental impact of hosting major sport event could have both positive and negative impact and there is a need to optimize the effects and promote tourism in many ways with minimum or no environmental degradation.

2.2. Material based factors

Material based factors mainly refer to the impact of hosting FIFA2022 on the income, employment, and the cost of living of the citizens of Qatar. The income in the current job of the citizens, the fringe benefits they derive, the family income, and the economic security of the job plays an important role in the material based factors which are impacted through the sport event. Whether the citizens are employed in accordance with their area of

specializations, or whether the career they pursue in a career of their choice, or whether they consider that is the best job to which they are cut out for also decides their level of material based satisfaction in the country. Researchers have strongly emphasized upon the fact that material based factors play a dominant role in the wellbeing of the citizens of a country (Campbell et al., 1976; Krupinski, 1980; Han et al., 2014). Standard of living plays an important role in the material based factors (Cummins, 1996). Economic situation, monthly income, living conditions, standard of living, housing, socio-economic status, financial situation, and personal belongings decide the standard of living. Material based factor, according to some researchers is a psychological space in terms of physical goods, wealth, and the income (Sirgy, 1998). According to Belk (1988), the material based factors refer to 'materialism' which refers to the worldly possessions to which the consumer pays importance to. Researchers have found that the materialistic possessions give a lot of satisfaction to human beings, and they tend to compare their possession to that of others and get gratified when they feel they are above the rest (Kasser et al., 2014). In terms of material based factors the income and employment is another factor that is widely being discussed in the research literature. It was surprising to note that in a study conducted across 19 countries, it was found that rising income did not lead to rise in happiness of people (Easterlin, 1973). Income satisfaction, feelings of financial security, and satisfaction have been very widely researched but the research is inconclusive.

2.3. Community based factors

Improving the quality of life for the local community being the overall governmental concern in any country, regional economic development by broadening the concept of economic development to socio-economic development is quite imperative in the context of hosting FIFA 2022. To achieve this, the use social indicators in assessing the extent of active living in each region or community will become a quintessential aspect. The active living of a community ultimately decides the overall active living in the entire country. Communication of all vitals aspects of civilian life through the local media, perception of safety and crime, and community beautification programs undertaken in connection to the hosting of the mega events is important community based factors and the community gets satisfied when the citizens are content with the access to education, pleasantness of neighbourhood, modern services, facilities and infrastructure, social life, and social relations (Cummins, 1997; Kontogeorgopoulou et al., 2014 and Humzah, 2014).

2.4. Emotion based factors

Developing emotional stability of the residents of the country for the changing environment is also a very important aspect when it comes to the hosting of the major sport events like FIFA 2022. Unless the emotional needs of the citizens are met the environment that gets created during the hosting of the event may not be congenial for the

smooth conduct of the event. The emotion based factors mainly come from leisure activities, religion, recreation, and hobbies (Bonney-Claudet & Ghantous, 2013). Leisure is basically discretionary time use and in simple terms a person experiencing leisure is using the time for any activity other than his work related to employment and is even ready to spend his resources for it (Choe, 2014). Thus, leisure is the difference between the total time available and the time spent on employment based activities. Spirituality is also another dimension of emotion based factor. Spirituality is a multidimensional factor which could refer to one's conception of God, finding the purpose of life, and subjective well-being (Paloutzian and Ellison 1982; Ellison 1983; and Suri & Rao, 2014). According to Suri & Rao (2014) spirituality is one of the main motivators for tourism.

2.5. Health based factors

Many researchers feel that health based factors are relative because unless the case of well identified diseases the state of mind of a person about being healthy and the actual health condition may be different (Maddox and Douglass, 1978). Health based factors include many different provisions for maintaining good health by the citizens of the country which includes clean drinking water, air free from pollution, plenty of greenery, availability of medical health centres, provision for fitness programmes, availability of nutritious food and fruits at reasonable rates, excellent medical care, availability of super specialty hospitals, medical schemes at reasonable premiums, and a hygienic living environment (Song and Zhang, 2014). Health includes both physical and mental health of an individual, so this is a multi-dimensional construct. While the previously referred factors only provide the indicators of physical health, the mental health of an individual may cover many different aspects which may include the state of mind, peace, inner happiness, contentment, calmness, tranquility, and ultimately the state of self-fulfillment (Sultana et al., 2014 and Saadatnia & Mehregan, 2014).

2.6. Physical health

This is a major component of active living, and it is the result of all the functions of the body working together and it includes the ability of the body to develop resistance to disease and fight against the disease, the ability of the body to recover from illness, and perform all the daily chores without being excessively tired (Saadatnia & Mehregan, 2014). For the physical wellbeing of the residents of a community the government should supply all the necessary inputs in the form of food, water, fresh air, communication systems, transport system, hygiene, healthcare, fitness centres, recreation centres, parks and museums, playgrounds, jogging tracks, and all the facilities for the entire family to be physically fit and active. Hosting of the mega events like FIFA 2022 has two sides to it in the sense that in one way it may lead to the providing of better facilities to the local residents as the country needs to gear up to the international standards of the requirements for the

physical wellbeing and at the same time in the process of providing a better physical world to the tourists with the point of view of encouraging tourism the locals may be deprived of their physical wellbeing. For instance, the fight for natural resources between local people and hotels may cause many health problems, like waterborne disease due to water scarcity. Another physical influence is cultural deterioration. Damage to cultural resources may arise from vandalism, littering, pilferage and illegal removal of cultural heritage items. Intense exploitation of coastal areas make changes in traditional land uses, and the jobs of fishermen may be at stake. So, the study of the environmental impact of hosting of sport event on the physical wellbeing of the locals becomes important.

2.7. Mental health

While physical wellbeing discussed in the previous paragraph is all about the physical aspects of the body, this section refers to the human mind and its wellbeing and thus contributing to the active living. For having a sound mind the residents need a peaceful environment. This can be achieved many through cultural harmony, tolerant society, valuing the individual differences, developing multi-cultural society, libraries, and the availability of information in both digital and hard copy form (Velissariou & Triantafyllos, 2014). The hosting of the major sport events may have positive influence on the mental wellbeing of the local residents, as they would be exposed to a new set of culture, values, ethics, and also a different lifestyle. There will be an opportunity for the locals to learn good things from the tourists. But at the same time, the inflow of the tourists may also affect the mental wellbeing of the locals adversely, for instance, the practice of a different religion by the tourists and their attitude, behaviour, food habits etc., may cause unpleasantness to the local community as that is not their lifestyle in general. So, this calls for the study of the impact of the environmental changes caused due to the sporting event on the mental wellbeing of the local community.

2.8. Social health

Sporting an event such as FIFA 2022 and promoting tourism may demand the local community to change their religious rituals, festivals, and traditional ethnic rites to conform to tourist expectations. This change can be both good if the country has a long-term perspective to attract more tourists in the future and the change may be counterproductive if the national culture and social values get eroded away due to the inflow of tourists with several different social attitude and behaviour (Ingram et al., 2013). When commodities are to be sold in bulk and the nation wants to encash on the economy of scales even the manufacture of handicraft products may change as producing in large quantity is the objective thus in the process losing good artists. Another example is that people may have to be moved from a place when huge projects come to certain places and again a social change has to be brought. So, the question is, 'would the hosting of the sports

events cause a social change in the community?' There are many other social issues such as the arrival of mass tourism may severely disrupt the thriving of local small-scale businesses as they are forced to compete with international brands, real estate will boom and cost of living may increase, competition for scarce resources may begin (Dávid, 2011). All these aspects may adversely affect the social wellbeing of the local residents. But in direct contrasts to this, the social wellbeing may improve as the locals may look for greater business opportunities and may collaborate with the foreign entries and scale up their business. So, there is a need to test the linkage between the social wellbeing and the impact of hosting mega sports events.

2.9. Spiritual health

Spirituality is a factor that is quite subjective and person dependent. According to Paloutzian (1982), spiritual wellbeing is the satisfaction experienced by an individual in terms of understanding of the concept of God. It could also be the extent to which the purpose of existence is defined by an individual (Ellison, 1983). Spiritual wellbeing is related to the ability of the individual to be able to: find purpose in life, cope with terminal illness, adjustment to the societal needs. The higher the spirituality, the lesser will be the anxiety, depression, and other psychological and health related variables (Paloutzian, 1982). Spirituality is often linked to affiliation, alienation, or dissatisfaction with life and for sustaining tourism the spiritual dimension of the citizens of the country should not be affected by the tourists (Simão & Mósso, 2013 and Ajagunna, 2014).

Hypothetical research model

The study hypothesized that the environment created by hosting a sport event, the wellbeing of the local community and their active living are causally linked to each other. Research studies as perceived by the local residents have indicated that sporting of events such as FIFA world cup have both positive and negative impact on the environment of a country which can lead to the corresponding influence on the active living of the residents (Perdue et al., 1987; Ritchie, 1988; Ahmed & Krohn, 1992; Jönsson, C. & Lewis, 2014; and Fah, C.F., & Hai, 2014). A group of researchers provide evidence that sporting of major sport event and promoting tourism is considered to be a clean industry with no pollution, it improves the appearance of the town, provides better employment, improves the national parks, builds the infrastructure, gives an opportunity to mix with different cultures, and gives the country an international recognition (Perdue et al., 1987 and Ritchie, 1988). Disagreeing with this, another group of researchers claim that tourism results in environmental pollution, depletion of natural resources, and degradation of vegetation and adversely affects the wild life in a country (Sethna and Richmond, 1978; Andereck, 1995; Koenen et al., 1995). The positive impacts on the environment could be measures taken by the government for the environmental

protection, wildlife protection, and emphasis on nature based tourism. The negative impacts could be water pollution, air pollution, solid waste pollution, erosion of the delicate soil, destruction of coral and coastal dunes, and disrupting of the flora and fauna. Thus, it is evident that whether it is positive or negative, there is an impact of the environment created by the hosting of the major sport event on the wellbeing of the residents of the country.

The wellbeing domain as such in any country comprises security issues such as personal safety issues, secure resource access, and security from diseases. The basic material for good life is another dimension which includes adequate livelihood, availability of nutritious food, shelter and access to goods. Health is another component of wellbeing which includes strength, feeling well, and access to clean air and water. Finally, the wellbeing requires a good social relation for the citizens which includes social cohesion, mutual respect, and ability to help others (OECD, 2011 and Siegler, 2015).

The active living domain refers to the physical health, mental health, social health, and spiritual health of the individual member of the society (Kohl, 2012; Dannenberg et al., 2013; and Pratt et al., 2014). Any community which records active living is characterized by some typical features that are essential for the building of the required environment. Active living community is often identified by committed, wise, active and conscious inhabitants. Commitment is to keep fit, stay healthy, have fun and practice this for the entire life. Being wise is to have an understanding about the areas in the personality which needs improvement. Being active is to keep doing something about the health rather than talking about it doing nothing. Being conscious is to have an understanding about the overall state of health (Alfonzo et al., 2014; Dillet al., 2014). When it comes to physical health there must be provision for the parks, jogging tracks, swimming pools, sidewalks across the mountains, cycling tracks, gymnasiums, fitness centres, yoga schools, etc., which imbibe a lifestyle full of physical activities (Fedewa & Ahn, 2011). Mental health refers to the ability to deal with stress, be adaptable to changing circumstances, thing positive all the time, and have a positive outlook towards life (Sallis et al., 2006). Social health is to be an active member of the society, have a travel inwards than the outward and explore strengths and weaknesses and work out strategies to encash on the strengths and work continuously to either eliminate or reduce the weaknesses (Kamel et al., 2011). Spiritual health is to make life a meaningful exercise. It may include defining the purpose of life, having a mechanism to lead stress free life, and develop a support system to keep oneself calm all the time (Pollack et al., 2014).

The structural equation modelling gives the causal relationships between the dimensions of the individual research construct. The figure 1 illustrates the hypothesized linkages in the structural equation model. The fundamental premise of this research is that the environmental impact of sporting and event like FIFA 2022 has an influence on the dimensions of the wellbeing of the community members in Qatar and the wellbeing will in turn influence the active living.

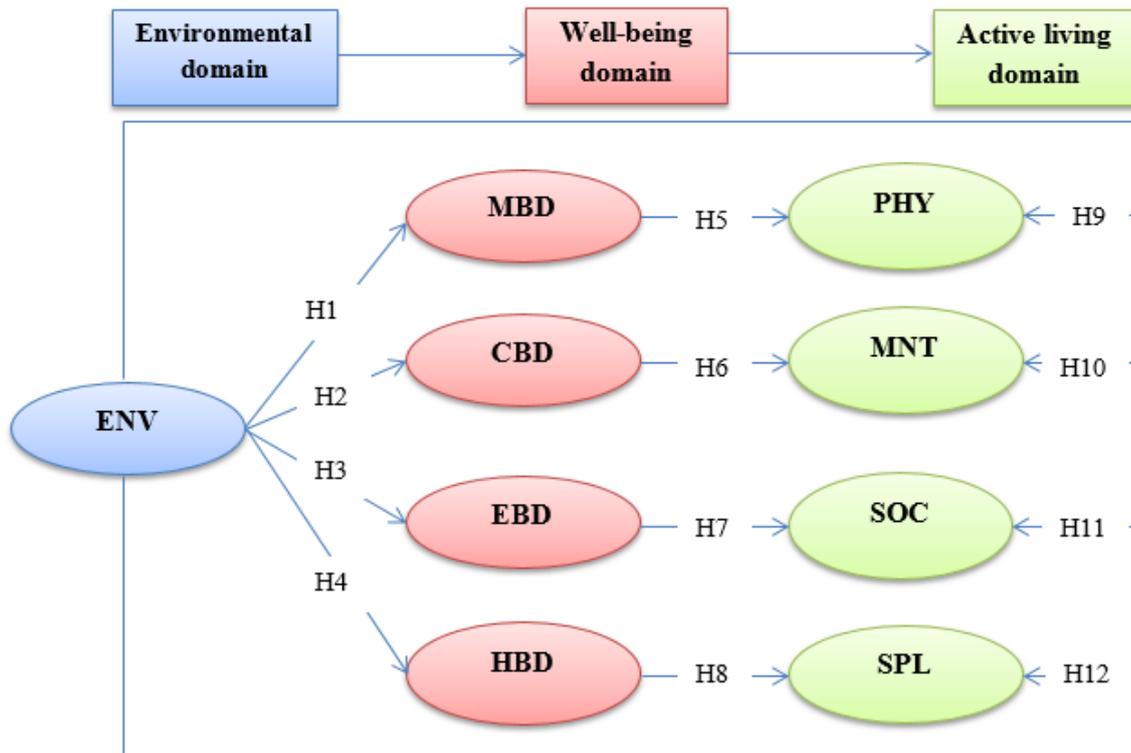


Figure 1: The structural equation model

Environmental impact - ENV
 Material based – MBD
 Community based – CBD
 Emotion based – EBD
 Health based – HBD

Physical health– PHY
 Mental health – MNT
 Social health – SOC
 Spiritual health - SPL

Hypotheses (Alternative)

- H1: There is a significant influence of environmental impact on material based factors.
- H2: There is a significant influence of environmental impact on community based factors.
- H3: There is a significant influence of environmental impact on emotion based factors.
- H4: There is a significant influence of environmental impact on health based factors.
- H5: There is a significant influence of material based factors on physical health.
- H6: There is a significant influence of community based factor on mental health.
- H7: There is a significant influence of emotion based factor on social health.
- H8: There is a significant influence of health based factor on health.
- H9: There is a significant influence of environmental impact on physical health.
- H10: There is a significant influence of environmental impact on mental health.
- H11: There is a significant influence of environmental impact on social health.
- H12: There is a significant influence of environmental impact on spiritual health.

3. Materials and methods

The approach of this study was both qualitative and quantitative in nature and it basically being an exploratory and ‘ex post facto’ kind of research (Creswell, 2008), the concepts and models evolved as the research made progress
 Journal of Sustainability and Environmental Management (JOSEM)

both in terms of literature review and fieldwork on the constructs of the study and discussions with the managers in the tourism industry.

A self-administered questionnaire was conducted for the collection of the qualitative and quantitative primary data. The questionnaire developed in this research had three distinct components. The first part referred to the demographic details of the respondents. The second part was dedicated to the quantitative data which was collected

through the 5-point Likert Scale. The third part of the questionnaire had open ended questions pertaining to qualitative data.

The study of tourism has been active since the past several decades and the dimensions of study have been developed over a period and several measurement scales are available (Pizam, 1978; Liu & Var, 1986; Lankford & Howard, 1994; McCool & Martin, 1994; Burns & Bush, 1995; Chen, 2000; Gutierrez et al., 2005; Kim & Heo, 2015; Kim et al., 2015a; Kim et al., 2015b). The scales which are in use have a proved validity and reliability which has been established over a period of time. However, the indicators of the standard scale have been modified to suit to the local requirements as the survey is undertaken in Qatar. This necessitated the conduct of a pilot study using a sample size of 32 respondents and the confirmatory factor analysis was undertaken. The original 55 item scale was reduced through factor reduction to 27 item scale, which was used for the collection of the primary data (Appendix 1). In addition, informal interviews with the managers of tourism industry and the secondary sources such as journals and conference proceedings were used to collect the qualitative data.

The sample size chosen was 244 based on simple random sampling. The total number of managers in the tourism industry being a finite number, the standard probability-based formula has been used to estimate the sample size. Both electronic and personal model of data collection was used to reach the target. Initially 400 questionnaires were served through email and personal means and 251 filled questionnaires were obtained out of which 244 were usable as the rest were incomplete and hence discarded. Stratification was not necessary as there was no need for a comparative analysis.

The second-generation statistical tool - Structural Equation Modelling (SEM) was used for confirmatory factor analysis and hypothesis testing was undertaken using path modelling approach. The quantitative analysis involved mainly statistical analysis, which had the distinct components of descriptive statistics and inferential statistics. Descriptive statistics provided the general idea about the sample demographics, sample normality study using Skewness and Kurtosis measures, and the overall perceptions. The inferential statistics was used for drawing the inferences of the study mainly with reference to hypothesis testing. The SEM had the 'measurement model', which basically tested the reliability and validity of the instruments and the data, and the 'structural model', which provided the path model and the hypothesis testing. The SEM basically adopted the Partial Least Square Method (PLSM) for testing the multi-collinearity between the various dimensions of the study and it conducted factor analysis and regression analysis simultaneously.

4. Results

4.1. Demographic details of respondents

Demographic distribution gives the general idea about the respondents who have participated in this research. This

becomes important as an idea about the participants gives the strength to the inferences which are drawn through the data. It can be observed that majority of the respondents happen to be male (68.4 percent) in this research. Majority of the respondents are in the age group of 45-55 years (54.1 percent), followed by the age group of 35-45 years (25.0 percent). Majority of the respondents are undergraduates (41.4 percent) followed by diploma (30.3 percent). The highest salary range is 10,000 to 20,000 (Qatar Riyal) QAR (34.4 percent) followed by above 30,000 QAR (25.4 percent). Majority of the respondents are having six to ten years (62 percent) of experience followed by more than ten years (33 percent) (Table 1).

4.2. Normality of the data

Normality assumption was not violated with an acceptable range of Skewness and Kurtosis statistics (threshold values -1.00 to +1 and -3 to +3 respectively) (Table 2). Therefore, the data could be subjected to further level of statistical analysis. The negative Skewness shows that the response is towards the higher side of agreement in the Likert scale (Mean = 3.5; Std. Dev. = 0.75).

4.3. Measurement model

To verify the reliability of the latent variables in the model, internal consistency reliability measure, item reliability measure, and composite reliability measures were calculated. Table 3 shows the Cronbach's alpha coefficient and the composite reliability result for the model. The alpha coefficient has the acceptable value ranging from (0.7 to 0.9), indicating a moderately high level of internal consistency. The composite reliability is in the range of 0.6 to 0.9 indicating moderate to high reliability score (Table 3). The convergent validity assessment based on factor loading and composite reliability indicate moderate to high acceptable range of factor loading for all items and good composite reliabilities in general. To test for discriminant validity, the square root of average variance extracted (AVE) for each construct was compared with the correlation between the construct and the other constructs (Table 4) and was found to be higher (shown in bold), and hence, the discriminant validity is proved. The data could be subjected to the further analysis as very high measures were indicated in all the methods of reliability and validity. The result of item reliability (IR) measured as standardized confirmatory factor loading (FL) ranged from 0.6 to 0.9 (Table 5 and Figure 2).

4.4. Structural model

The hypothetical research model had a total of 12 hypotheses to be tested which were built based on the research literature on environmental impact on active living considering the hosting of FIFA 2022. The model with path coefficients and the explanatory power (R²) for each dependent construct is displayed in Figure 2. While path coefficients show the strength of relationship between the two latent variables, the t-values (Table 6 and Figure 2) are

indicative of the significance of relationships which enable hypotheses testing. The R² values are all above 0.1, which indicate moderate explanatory power of the model, in other words, the exogenous variables influence from 10 percent up to 60 percent on the endogenous variables of the study. The path coefficients are in the range of 0.1 to 0.4 for the variables associated through hypotheses testing and indicate a moderate to high influence (Figure 3).

5. Discussion

This study was purely based on the perceptions of the managers of the tourism industry in the context of hosting FIFA 2022. As there are going to be a large number of tourists visiting Qatar during that time, influence of environmental impact on the active living was to be studied. Based on the findings of the studies following discussions and implications have emerged out.

First of all, there is going to be an impact of the environmental changes due to the hosting of mega events such as FIFA 2022 for the first time in a country such as Qatar on the material based factors which are the antecedents of active living. This finding is in alignment with some earlier research finding (e.g. Campbell et al., 1976 and Krupinski, 1980). Material based factors include adequacy of livelihood, nutritious food, shelter, and access to goods (Krupinski, 1980; Han et al., 2014). The implication to the managers is that they need to plan in terms of these factors as the dynamics of consumption of the material based factors may suddenly rise during the period of the event. An estimate collected from the countries which have hosted the event or similar events and adoption of an appropriate scenario planning tool may provide a fair idea on the quantity of the material based factors which may have to be procured.

Community based factors are going to be influenced by the environment created by the FIFA 2022. Allen et al., (1988) investigated how community based factors varied with the change in the environment, classified on the basis of income generated through tourism. According to their study tourism development is good on economic terms continuously, however in terms of the community based factors the residents perceived that beyond a certain limit the promotion of tourism may adversely affect these factors. The strategic planners and managers of events such as FIFA2022 may have to systematically undertake scenario planning exercises and arrive at an optimum number of events to be hosted in the country and promote tourism only to the extent that is contributing to the betterment of the community based factors.

Emotion based factors also seem to be influenced by the tourism environment as per this research. This finding agrees with earlier research (Flanagan, 1978 and Cummins, 1997). Emotion based factors as considered in this research include leisure, spirituality, recreation, and hobbies. The research provides evidence to the fact that tourism environment does influence these activities. The traditional economic theory (Davis & Sanchez-Martinez, 2014) splits human activities into: time spent on production,

consumption, and leisure which is considered to form the emotion based factors. Again, the environmental impact of FIFA 2022 could have a bearing on the leisure as the locals will have a rare opportunity to spend their time in watching a game that they love to watch, but the problem lies in those who do not enjoy the sport. So, it is not easy to conclude if the environmental impact would be positive or negative in terms of leisure of the residents. Unger & Kernan (1990) attribute leisure experience to peace, achievement, exercise, and risk and it is questionable if the environment created by FIFA2022 would contribute to leisure experience in these terms. So, the managerial implication is that the strategic planners will have to undertake both a qualitative and quantitative measures to ensure that hosting of activities such as FIFA2022 does not adversely influence leisure, spirituality, recreation, and hobbies. Staats et al., (1993) have found that it would be a wise decision to study the family pattern of the residents while deciding on the emotional well-being in connection to the environmental influence of tourism as the working class would mainly base their leisure in terms of the time, they spend with the family members. The managerial implication is to conduct a detailed study of family pattern before they decide on the total number of activities such as FIFA 2022 to be hosted during a given time period.

There is a significant influence of spirituality on tourism, which could be promoted through the hosting of the sports events, and at the same time the hosts of tourism may also be influenced spiritually by the tourists. This finding is in accordance with the earlier research studies (e.g. Ellison, 1983 and Bufford et al., 1991). Here, the implications to the strategic managers of hosting FIFA2022 in Qatar is that they need to undertake a systematic study to check if it would influence the spirituality of the local residents. As spirituality is a family concept rather than an individual concept the managers need to identify the possibility of attracting a whole family and provide an ambience for their spiritual wellbeing along with the attending of the sport events or other such mega events in a country. This research has revealed that the environmental impact does exist on emotion based factors, but the onus is on the managers to study in depth if the environmental impact of hosting FIFA 2022 would affect the spirituality of the residents. As per the outcomes of this research there is an influence on the overall basis, but deeper survey may be required to study if the environmental impact of hosting FIFA 2022 would influence the specific dimension of emotion based factors.

Hosting of events such as FIFA 2022 has an environmental impact which has a significant influence on the health based factors. This finding matches the outcome of the research undertaken by Okun et al. (1984) and Sirgy et al. (1995). Health based factors refer to both physical and mental health (González & Mouttapa, 2014) and it also includes safety and overall well-being of the residents of Qatar. The strategic managers of tourism industry must plan in advance the measures for a good control over the health based factors such as providing clean drinking water, pollution free environment with strict regulatory policies on vehicle pollution and other forms of pollution of air and

water, maintain greenery and avoid construction at the cost of losing greenery, have medical facilities in strategic locations, have a proper check for transmittable diseases that can be brought into the country by tourists, provide nutritious food at outlets, and maintain hygiene throughout the cities where tourists are likely to visit during the sporting event. It is important to note that the people don't just visit a country only to watch the FIFA 2022, but many of them combine it with tourism and are likely to visit all tourist destinations.

It is revealed through the study that both the environment and the community based factors have a significant influence on the mental health, which is in agreement with earlier research findings (e.g. Norman et al., 1997; Sirgy, 2001). Community based factors thus act as a mediator between the environment and the mental health of the members of the community. So, the implication to the managers is that adequate measures must be enacted to ensure the community as a whole will have a positive impact through the hosting of the sport event and there is no adverse influence of any kind which may cause discomfort to the members of the community in terms of their religious practices, culture, social norms, and general way of life. Communication channels must spread positive thoughts about the distinct recognition the country can gain through the sporting of the event and the media must be exploited thoroughly to spread the positive message in all forms including television, newspapers and magazines. The community should be convinced about the safety issues and crime control during the huge masses moving around during the events. The beautification programmes in the cities must be appealing to the members of the community and they should be made to feel proud of their hometown. A whole lot of festive mood should be reverberated in the community and the members should experience a pleasant mood during the sport events. The entire sponsoring season must act like a media for the local community to build their social interaction with people from different culture, religion, ethnicity, and race and through proper advertisement the local community must be geared up to look forward for one such rare occasion.

The impact of the sporting environment and emotion based factors has a significant influence on social health of the residents. This result is in agreement with earlier research findings (e.g. Liu & Var, 1986; Backman & Backman, 1997 and Lankford & Howard, 1994). Emotion based factors mediate between the environment and social health and thus need special attention from the strategic planners of the hosting of FIFA 2022. Emotion based factors are directly dealing with the ability of local residents to cope with the change in the environment that may be created when people from a different culture, lifestyle, religion, and race visit their country in multitude. The hosting community need to be prepared for this change and

must have an emotional stability and should never exhibit xenophobia at any cost as it is an event that provides an opportunity for several countries to come together on a common ground and exhibit their talent as well as entertain the local community in one of their most favourite games. So, the strategic planners of the event must have a clear plan prepared for the leisure activities, religious practices, recreation, and hobbies of both the hosts as well as the guests. All these activities satisfy the emotion based factors of the locals and the conduct of the sporting event could be smooth and pleasurable to all those who participate.

Both the sporting environmental impact and health based factors had a significant influence on spiritual health of the locals. This finding agrees with earlier research studies (Ellison 1983 and Bufford et al., 1991). The health based factors are thus important as they mediate between the environment created due to the sporting event and the spiritual wellbeing of the locals. It goes without saying that one of the top priorities of any country is to provide an environment to its citizens, which is congenial for the maintaining of good health. Again, the implication to the managers is to provide a clean and neat environment to both the hosts and the guests during the sporting events so that clean drinking water, air free from pollution, medical treatment at minimum possible time, hygienic and nutritious food etc., are made available. A good amount of planning may be necessary here and an estimate of the total number of visitors may be required so that the facilities may be planned well in advance.

It was not very surprising to note that both the sporting environment as well as the material based factors did not have a significant influence on the physical health of the locals. This finding is in direct disagreement with earlier research studies (Campbell et al., 1976 and Flanagan, 1978; and Krupinski, 1980). Physical health is a multidimensional construct, and it goes beyond the environment and the material based factors (Sallis et al., 2006; Pollack et al., 2014). Physical health is mainly the ability of the body to develop resistance to and fight against disease and it has a mental stability and cannot be achieved through material based factors or an environment congenial to it but the individual has to develop a state of mind by himself/herself as found by several researchers (Sallis et al., 2006; Saadatnia & Mehregan, 2014; Kamel, et al., 2014). The implications to the managers of tourism and the strategic planners of the sports event is that physical wellbeing of the local residents is not disturbed much by the environment created by the hosting of the sports event or the material based factors provided by the town planning authorities, but is developed over a period of time, however care may have to be taken to consider issues such as: there should not be a struggle for the availing of the natural resources such as water, or the traffic congestion, cultural deterioration etc.

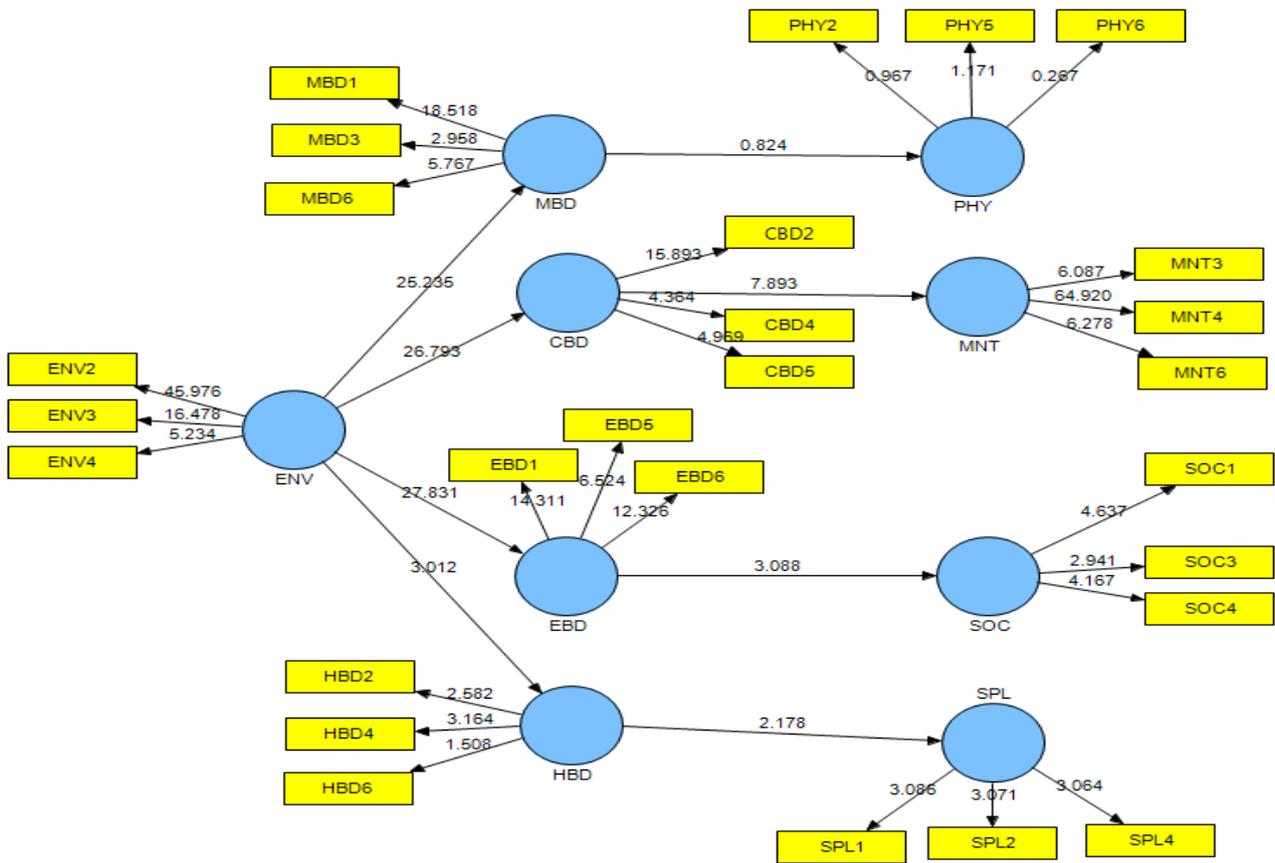


Figure 2: t-values of the hypothetical model

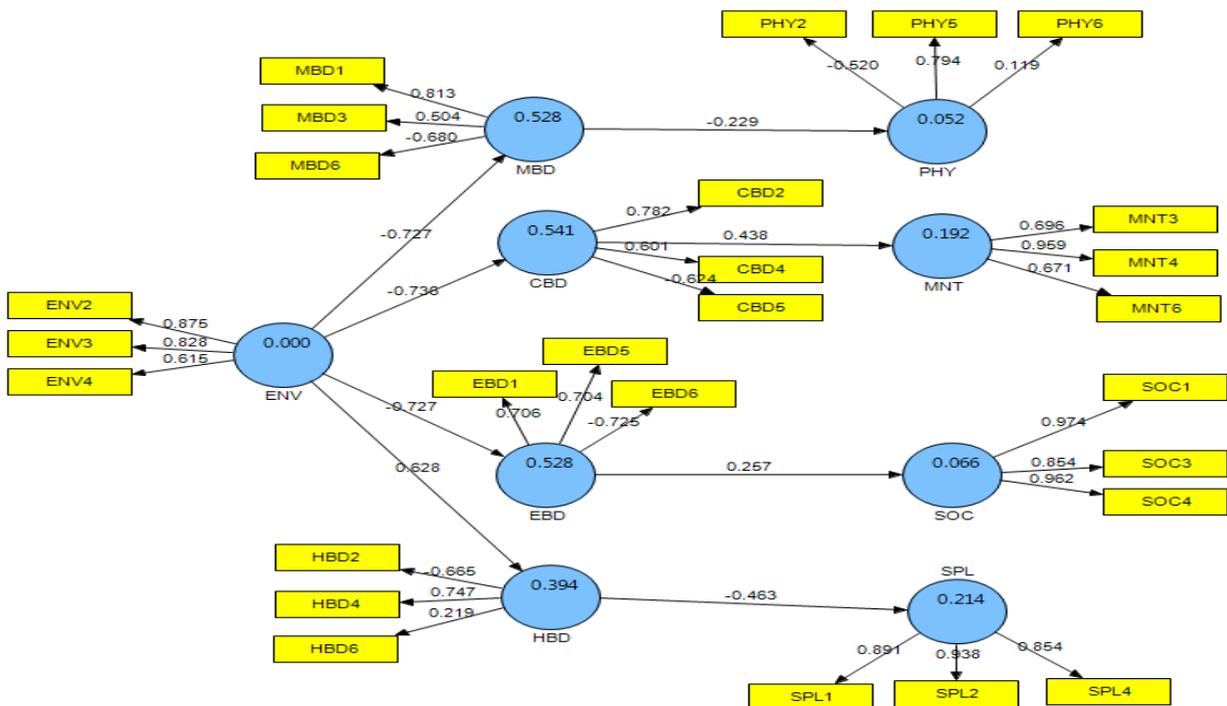


Figure 3: Path model

Table 1: Demographic distribution of the Respondents (N = 244)

Attributes	Frequency	Percentage
<i>Gender</i>		
Male	167	68.4
Female	77	31.6
<i>Age</i>		
25 – 35 years	32	13.1
35 – 45 years	61	25.0
45 – 55 years	132	54.1
Great than 55 years	19	7.8
<i>Educational qualification</i>		
Diploma	74	30.3
Undergraduate	101	41.4
Postgraduate	47	19.3
Ph.D.	22	9.0
<i>Income per month (QAR)</i>		
Less than 5,000	12	4.9
5,000 to 10,000	28	11.5
10,000 to 20,000	84	34.4
20,000 to 30,000	58	23.8
Above 30,000	62	25.4
<i>Experience in the present company</i>		
2 – 5 years	13	5
6 – 10 years	151	62
More than 10 years	80	33

Table 2: Skewness and kurtosis

N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
244	1	5	3.47	0.75	-0.22	0.16	-0.06	0.32

Table 3: Reliability measures

	AVE	Composite Reliability	R Square	Cronbach's Alpha	Communality	Redundancy
CBD	0.4542	0.6601	0.5511	0.8447	0.4542	0.2442
EBD	0.5064	0.7408	0.5281	0.6986	0.5064	0.2611
ENV	0.6099	0.8212	0	0.6945	0.6099	0
HBD	0.3495	0.6443	0.3943	0.7453	0.3495	0.1376
MBD	0.4591	0.7003	0.5283	0.6547	0.4591	0.2401
MNT	0.6177	0.825	0.1917	0.6959	0.6177	0.0988
PHY	0.3049	0.669	0.0523	0.6556	0.3049	0.0159
SOC	0.8678	0.9615	0.0659	0.9455	0.8678	0.0186
SPL	0.801	0.9234	0.2141	0.8751	0.801	0.1705

Table 4: Correlation matrix

	CBD	EBD	ENV	HBD	MBD	MNT	PHY	SOC	SPL
CBD	0.6739	0	0	0	0	0	0	0	0
EBD	0.6665	0.7116	0	0	0	0	0	0	0
ENV	0.6356	0.7067	0.7810	0	0	0	0	0	0
HBD	0.5554	0.7029	0.6279	0.5911	0	0	0	0	0
MBD	0.5931	0.6297	0.7268	0.4352	0.6776	0	0	0	0
MNT	0.4378	0.3937	0.5299	0.384	0.4238	0.7859	0	0	0
PHY	0.1948	0.1639	0.2924	0.1635	0.2286	0.0951	0.5521	0	0
SOC	0.3511	0.2567	0.4687	0.304	0.3512	0.6617	0.2008	0.9316	0
SPL	0.4065	0.3175	0.2834	0.4627	0.4061	0.6457	0.2114	0.641	0.8950

Table 5: Factor loadings (after reduction)

	CBD	EBD	ENV	HBD	MBD	MNT	PHY	SOC	SPL
CBD2	0.7817	0	0	0	0	0	0	0	0
CBD4	0.6015	0	0	0	0	0	0	0	0
CBD5	0.6244	0	0	0	0	0	0	0	0
EBD1	0	0.7057	0	0	0	0	0	0	0
EBD5	0	0.7042	0	0	0	0	0	0	0
EBD6	0	0.7247	0	0	0	0	0	0	0
ENV2	0	0	0.8753	0	0	0	0	0	0
ENV3	0	0	0.8277	0	0	0	0	0	0
ENV4	0	0	0.6152	0	0	0	0	0	0
HBD2	0	0	0	0.6654	0	0	0	0	0
HBD4	0	0	0	0.7473	0	0	0	0	0
HBD6	0	0	0	0.6185	0	0	0	0	0
MBD1	0	0	0	0	0.8129	0	0	0	0
MBD3	0	0	0	0	0.7044	0	0	0	0
MBD6	0	0	0	0	0.6798	0	0	0	0
MNT3	0	0	0	0	0	0.6959	0	0	0
MNT4	0	0	0	0	0	0.9587	0	0	0
MNT6	0	0	0	0	0	0.6707	0	0	0
PHY2	0	0	0	0	0	0	0.852	0	0
PHY5	0	0	0	0	0	0	0.7938	0	0
PHY6	0	0	0	0	0	0	0.6194	0	0
SOC1	0	0	0	0	0	0	0	0.9738	0
SOC3	0	0	0	0	0	0	0	0.8539	0
SOC4	0	0	0	0	0	0	0	0.9623	0
SPL1	0	0	0	0	0	0	0	0	0.8907
SPL2	0	0	0	0	0	0	0	0	0.9381
SPL4	0	0	0	0	0	0	0	0	0.8542

Table 6: The t-values of the hypothetical model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)	Result
ENV -> MBD (H1)	-0.7268	-0.7412	0.0288	0.0288	25.2352*	Supported
ENV -> CBD (H2)	-0.7356	-0.7508	0.0275	0.0275	26.7934*	Supported
ENV -> EBD (H3)	-0.7267	-0.7431	0.0261	0.0261	27.8307*	Supported
ENV -> HBD (H4)	0.6279	0.602	0.2085	0.2085	3.0117*	Supported
MBD -> PHY (H5)	-0.2286	-0.1032	0.2773	0.2773	0.8245	Un-supported
CBD -> MNT (H6)	0.4378	0.4502	0.0555	0.0555	7.8926*	Supported
EBD -> SOC (H7)	0.2567	0.2972	0.0831	0.0831	3.0878*	Supported
HBD -> SPL (H8)	-0.4627	-0.4194	0.2125	0.2125	2.1778**	Supported
ENV -> PHY (H9)	0.1662	0.0759	0.2052	0.2052	0.8097	Un-supported
ENV -> MNT(H10)	-0.3221	-0.3379	0.0426	0.0426	7.5594*	Supported
ENV -> SOC (H11)	-0.1866	-0.2205	0.0629	0.0629	2.966*	Supported
ENV -> SPL (H12)	-0.2906	-0.2806	0.1078	0.1078	2.6964*	Supported

*** (10% significance; $t > 1.64$); ** (5% significance; $t > 1.96$); * (1% significance; $t > 2.58$).

Following hypotheses were supported

- H1: There is a significant influence of environmental impact on material based factors.
- H2: There is a significant influence of environmental impact on community based factors.
- H3: There is a significant influence of environmental impact on emotion based factors.
- H4: There is a significant influence of environmental impact on health based factors.
- H6: There is a significant influence of community based factor on mental health.
- H7: There is a significant influence of emotion based factor on social health.
- H8: There is a significant influence of health based factor on spiritual health.
- H10: There is a significant influence of environmental impact on mental health.
- H11: There is a significant influence of environmental impact on social health.
- H12: There is a significant influence of environmental impact on health spiritual health.

Following hypotheses were rejected

- H5: There is a significant influence of material based factors on physical health.
- H9: There is a significant influence of environmental impact on physical health.

6. Conclusion

Hosting of mega sport events such as FIFA 2022 in Qatar is an issue of national pride as it gives the whole country an international recognition and promotes tourism in a big way. Preparation in this direction has already begun and a lot of articles are being published in the national and the international forums in this context. This research is distinctly different from the rest of the articles in the sense that it investigates the influence of the impact of the environment created by the hosting of this mega event on the wellbeing domain of the local citizens of Qatar and the influence on their active living. The wellbeing domain has been studied in terms of material based factors, community based factors, emotion based factors, and health based factors, whereas, the active living has been studied in terms of physical health, mental health, social health, and spiritual health.

The findings of this study has provided empirical evidence for the linkages between the sporting environment and all the dimensions of wellbeing domain; community based factors, emotion based factors, and health based factors and mental health, social health, and spiritual health respectively which are in total agreement with the earlier research. However, the findings differ from the earlier research in terms of the environmental impact on physical health and the impact of the material based factors on the physical health. These findings have led to the drawing of the implications to the managers of tourism and the strategic planners of FIFA 2022.

Like any other research this research is not free from its limitations. First of all, the study is purely based on the perceptions of the managers of the tourism industry and the generalization of the results need to be classified as the perceptual study, which may not match exactly with the actual situations. However, the managers of tourism industry are the observers of the pros and cons of tourism from a very close angle and to some extent their response may be reliable and consistent as indicated by the validation

results undertaken in this research. The sample size is limited and this may also act as a barrier for generalization of the results completely. However, in the context of SEM it is adequate as it meets the specified criterion. This research has not considered the impact of sponsoring a sport event on the employability, quality of life, and economic aspects which opens immense scope for the future researchers to extend the study on these grounds. This research is timely and the implications could improve the conditions for the locals during the hosting of the FIFA 2022, as it considers the wellbeing of the citizens of the country while providing the best of services to the tourists so that they may return with colorful memories about Qatar.

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