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Qatar and the 2022 FIFA World Cup: Kick-starting a Global Economy

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Qatar and the 2022 FIFA World Cup: Kick-starting a Global Economy

Abstract

Overview: December 2, 2010 was my father's fifty-fifth birthday. He and I were expecting the greatest present that would be given to the United States in a long time. The 2018 and 2022 World Cup bidding was that day, and we were giddy waiting for it to be awarded to the United States. We were planning on going together in twelve years, to the games because we love soccer and the United States men's national team. We have watched every televised game that they have played for years now and were still excited from the previous World Cup. And now, we thought the United States was about to host another World Cup and we could actually be there.

Needless to say, we were disappointed when on December 2, 2010 in Zurich, Switzerland FIFA President Sepp Blatter announced that the 2018 FIFA World Cup would be awarded to Russia and that the 2022 FIFA World Cup was awarded to Qatar (Trecker 1-4). According to an article from FIFA's official webpage, in the voting process one nation was eliminated each round until only one host remained. In the final round of the 2022 voting, Qatar defeated the United States in a vote of 14-8 by obtaining an absolute majority (8). Qatar's hopes and dreams of bringing one of the world's greatest sporting events to the Middle East came true.

My first reaction was anger because my father might never live to see a World Cup come to the United States again. We are both extremely pro-American and thought that it was ridiculous that a small oil-rich nation could host such a magnanimous sporting event. I knew nothing about Qatar originally except of its oil wealth, and upon starting research for this paper I was planning on writing why it was an awful idea for Qatar to host a World Cup. But upon researching, watching the Qatari bid, and the American bid, I realized that Qatar 2022 will be something very special. I am still disappointed that the United States lost, but I will look forward with wide eyes to see what Qatar does to make their World Cup as amazing as they say it will be.

Keywords

Writing

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Qatar and the 2022 FIFA World Cup: Kick-starting a Global Economy

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"Qatar 2022 sets out to be a completely new type of World Cup. Compact to the benefit of the fans and the environment. Customized to the benefit of the teams. Creating a strong basis for the sport in the entire region" ("Qatar Expect" 1). The prior quote contextualizes the hopes and dreams of a nation as they strived to win the right to host the 2022 World Cup. Qatar was faced off against the likes of several nations that looked to be much better suitors than the tiny oil

based country. The Qatari bid competed with the bids of the United States, Australia, South Korea, and Japan. The United States seemed to emerge as the clear and definitive favorite amongst the bidders, whereas Qatar seemed a lowly and unknown country amongst several stronger nations. However, it quickly emerged as a dark horse in the competition because of their promise in their bid and their imagery of infrastructure and the globalization of soccer. In their bid, Qatar emphasized the creation of a dozen state of the art stadiums. This eliminated any perceived negatives or weak links that skeptics saw in the Qatari bid and even described dismantling portions of their stadiums in order to improve the football infrastructure in underdeveloped nations (“Qatar Expect” 5-8). By doing this, Qatar had hoped to create a lasting legacy for what would become the first World Cup ever held in a Middle Eastern country.

Cynics question “Why Qatar, in a time of globalization, better men’s national teams, and better existing infrastructure in other countries?” but Qatar answered that question in their bid by simply entitling it “Qatar Expect Amazing” (“Qatar Expect” 1). Qatar bluntly discredits their nonbelievers by telling them to wait and see what their nation is capable of. Despite the controversy and the hype surrounding Qatar and its bid, Qatar will prove to be a capable and effective host because of its ability to generate both infrastructure and capital. Qatar has the background, the potential, and the mixed culture that is necessary to create an interesting and amazing World Cup in 2022.

Location, History, and Culture

Qatar is a tiny peninsula nation located in center of the Middle East. It is an oil rich nation that shares a border to its south with Saudi Arabia, the United Arab Emirates is also close to the south as well, Bahrain is located to the northwest, and Iran is to the northeast. The country is around 4,250 square miles and legend has it that the peninsula nation is shaped like two hands that are held out in prayer. Because of this folklore, the nation is religious and the population is mainly Muslim (“Culture of Qatar” 2). According to Google public data, as of 2010, the nation had an estimated population of around 1,400,000. The population is disproportionately male because many foreign men come to the country without their families for employment and obtain visas. Around eighty or ninety percent of the population lives in the Doha and other urban areas (“Culture of Qatar” 3).

Arabic is the official language of Qatar and it is closely affiliated with Islam, which emphasizes the national identity of the Qataris and their fellow Middle Eastern Muslims. Farsi (the official language of Iran), Urdu, and English are also spoken in the country, which emphasizes the increasing hegemony of the nation (“Culture of Qatar” 4). The nationals of the aforementioned nation consider themselves kin and often refer to their fellow countrymen as “brother,” “sister,” or “cousin” (“Culture of Qatar” 6). This may be because the native Qataris are few and far between, which creates a distinct camaraderie among native citizens.

Considering the nation’s cultural aspects, one must first look at the history of a nation in order to understand where it came from. Qatar’s history is a tale of growth and prosperity over a several hundred year period into what the nation is today. First, in the 1760s, portions of the Al-Khalifa from the Utub tribe relocated to Qatar from nearby Kuwait. They established a trading base in Zubarah and later expanded to Bahrain. The Al-Thani (the current ruling family) eventually won a power struggle with the Al-Khalifa and by the 1890s the British had recognized the Al-Thani as the ruling family. This recognition also ensured that Britain would have a limited voice in Qatar’s foreign relations (“Culture of Qatar” 8). When Britain decided to end its imperialistic influence in the Middle Eastern region, Qatar considered creating a federation with Bahrain and the United Arab Emirates. Fortunately, Qatar remained autonomous and the agreement was not reached. Instead, Qatar created a constitution and became an independent state in 1971. Their constitution states that “the ruler will always be chosen from the Al-Thani family and will be assisted by a council of ministers and a consultative council” (“Culture of Qatar” 9). Since then, the ruling family has led a stable regime and has created prosperity for Qatar through their known oil wealth and ambitious projects such as the 2022 FIFA World Cup.

Culturally speaking, “Doha, the capital, houses more than eighty percent of the population. Its parks, promenade, and award-winning waterfront architecture are considered as the centerpiece of Doha” (“Culture of Qatar” 10). To put this into perspective, a nation around the size of Rhode Island has about 1.1 million people living in around a twenty five mile radius. This large scale improvement project of Qatari properties is considered a major engineering feat and is considered by many to be a representation of the nation’s growth and technical advancements (“Culture of Qatar” 10). This property improvement is small compared to the major transportation and now sporting projects that the tiny nation has taken upon itself, but it shows promise for Qatar. The country may be an urban based desert oasis, but there is still a small

portion of the populace that inhabits the small desert villages. For others, the villages are weekend retreats from the busy urban life and serve as a connection to the nomad past of their desert ancestors. Finally, homes actually symbolize personal identity nationals from foreign workers because the Qatari government gives interest-free loans so that their citizens can build homes (in areas assigned to low population density), while the foreign workers live in employer designated housing or dormitories (“Culture of Qatar” 11-13). Therefore, Qatar, and its capital Doha represent a connection between tradition, innovation, and the future. It is these attributes that makes it the perfect country to be affected by a major sporting event such as the 2022 FIFA World Cup.

Along with the conglomeration of foreigners and nationals, the country has a somewhat distinct “caste and class system,”

The primary axes of social stratification are the nationality and occupation. The practice of hiring foreign workers has created a system in which certain nationalities are concentrated in particular jobs, and salaries differ depending on nationality. The broadest division is between citizens and foreigners, with subdivisions based on region of origin, genealogy, and cultural practices (“Culture of Qatar” 19).

Since this class distinction exists in Qatar, it is difficult to discern a homogeneous culture for Qatar, but it is necessary to realize that the nation stresses the importance of growth, innovation, and changing for the better and the future. The government of Qatar is deemed an emirate and is ruled by an Emir. From the time of independence to present day, the nation has been ruled solely by the Al Thani family. In 1998, Qatar held its first ever elections for a municipal council, which actually drew votes from a large portion of the nation’s citizenry (“Culture of Qatar” 23). The nation has been increasingly progressive over the last fifty years as is shown by its massive and forward-thinking building projects, along with its elections.

Why Qatar?

“Qatar Expect Amazing” was the title of the bid that Qatar submitted to FIFA and that was chosen to host the 2022 World Cup on December 2, 2010 (“Qatar Expect” 1). Many skeptics of the Qatari bid arose in a negative reaction to the selection of the bid. Cynics argue that Qatar was a foolish choice with the existence of “ready-made candidates” (Fitzgibbon 1). A “ready-made candidate” is a country like the United States that already has the stadiums necessary to host, a

love of soccer, and a competitive national team. It is plausible to consider the ambiguity of the decision to allow a developing nation to host a World Cup in a twelve year timeframe when three previous World Cup hosts were competing for the same World Cup as Qatar. Understandably skepticism exists, but the nation answered questions to some of the biggest worries in its own bid (Qatar Expect 2-3).

As Grant Wahl of Sports Illustrated describes in his column entitled “2022 Vision,” the author examines soccer in Qatar and describes the potential (or lack thereof) of the nation’s hosting ability. While the author asserts that the country is a small portion of land in the Persian Gulf, it is rich in oil and its supply of petrodollars has allowed it to “spend lavishly” on substructure in the past and that this should hold true for the 2022 FIFA World Cup. Wahl argues that Qatar definitely has quite a bit of favorable backing behind its bid despite being such a small nation (1-2). The Qatari bid faced quite a bit of scrutiny and some skeptics argued its legitimacy. Grant Wahl argues that because FIFA denounces government involvement in the soccer affairs of a country and the Qatari emir was the head of their bid that makes their bid corrupt (3). Jamie Trecker of Fox Sports raises the point that the voting on the bid may be corrupt because early in the voting process two voters were dismissed and the countries involved in the voting process were suspected of collusion involving the vote (5).

“Qatar’s bid was one of the most audacious proposals submitted and steadily moved from being a dark horse to pre-vote favorite despite being classified as “high risk” by FIFA’s own inspectors” (Trecker 8). Despite the perceived threat of a failure of the Qatari government in preparation for this World Cup, it found its way into the hands of one of the richest oil nations in the world. Sepp Blatter and his predecessor João Havelange have moved the World Cup around the world during their reigns as the President of FIFA, and from 1994-2022 there have been (and will be) a total of eight World Cups. These World Cups are played once every four years. Of these eight tournaments, six were hosted in non-Western European nations, namely: the United States, Japan and Korea as joint hosts, South Africa, Brazil, Russia, and finally Qatar. It is very obvious that because the eight World Cups were played (or will be played) on five of the six inhabited continents (with the exception of Australia) that FIFA is trying to globalize football because it truly is the most popular sport in the world.

A website known as riskwatchdog.com, which analyzes both national and international business decisions took it upon itself to analyze Qatar as a potential host. In the article posted on

December 3, 2010 (the day after the vote was announced), the website countered some of the main skepticism that arose with the host choice. First, the article introduced the potential positives for the nation by asserting that the World Cup would increase the nation's exposure on an international level, boost the economy in the non-oil sectors, and finally help to better investor's negative views of the nation. It also helps the nation in its goal of achieving political and economic hegemony in the Middle East that it has been building towards over the past half century (Riskwatchdog 1).

Considering risk of the choice, the first place that skeptics look is the "lack" of current infrastructure that is going to be used in eleven years for the World Cup. The author of the article refutes this argument by referencing that creating massive infrastructure projects is nothing new to the Qataris and that their construction peak actually occurred in the year 2008. In fact, the Qatari government plans on spending \$4 Billion on their state of the art stadiums and \$25 Billion on a railway network. The main building issue that Qatar must overcome is that the temperatures in Qatar are often upwards of 120 degrees Fahrenheit, which obviously creates a problem for athletes and fans (Riskwatchdog 3). Therefore, the nation will have to create air conditioned stadiums that will be able to cool both competitors and spectators from scorching temperatures.

The country will have to create a larger tourist industry in the next decade in order to meet the demands of all the fans that will flock to the country. According to a graph from the website, of the World Cup hosts from 2002-2022 Qatar is the smallest nation of the six hosts, has the lowest land area, but has the largest gross domestic product per capita of all the nations, which makes for an interesting combination (Riskwatchdog 4). The nation is also going to complete Doha International Airport and the Port at Ras Laffan, which when completed, will be the largest airport and sea port in the world, respectively (Riskwatchdog 4). Considering that the nation's population is around one and a half million people, it is quite the feat to have both in such a small nation. Qatar seems to be moving in the right direction by taking on many large projects to make itself better known on the global market. The first lady of Qatar actually argued in the Qatari bid that the entire Middle East could benefit from the event being brought to Qatar, and in theory the job sector will expand in non-oil industries prior to 2022 (Riskwatchdog 6-7). In considering the risk, the author of the analysis did not raise any major issues because the nation is capable of creating the entire infrastructure it currently lacks with its wealth. What remains to be seen is the sporting portion of the bid, but the Qatari bid spoke for that.

Bearing in mind the attributes that all five (Qatar, United States, Australia, Japan, and Korea) potential hosts possessed, FIFA's goal of globalizing the World Cup, and the fact that Japan and Korea co-hosted the 2002 World Cup, Qatar and the United States quickly arose as the clear favorites competing for the 2022 FIFA World Cup. Arguably, Qatar won it, and the United States lost it. In the videotape of the Qatari bid, the bid was clear, concise, and to the point. It analyzed positives, negatives, and how different issues would be accommodated. One of the presenters for the bid, Mohammed bin Hamad bin Khalifa Al Thani describes Qatar's ability to create infrastructure and then at the end of the event, dismantle the upper tiers of the previously created stations in order to use them as stadiums in underdeveloped nations (MalaysiaQatar).

This bid emphasized two major points that FIFA encourages. First, they have obviously emphasized the globalization of soccer because of the eight World Cups that have (or will be) been played from 1994-2022 six were in non-Western European nations, which means FIFA (as the governing body of world football) is trying to globalize the most popular sport in the world. Next, the bid centers on humanitarian aid for less fortunate nations. As the risk analysis source stated, Qatar is a wealthy nation because of its vast oil and natural gas fields despite its small size. Because the bid improves not only Qatar, but also other nations that will be in need of stadiums at that time, it was a very intriguing bid to the FIFA voters.

But to understand why Qatar won, one must also consider why the United States lost. Arguably, the United States was the clear favorite amongst the bids, and Qatar was the dark horse candidate. The video of the United States bid was forty-one minutes long, meaning it was lengthy, contained irrelevant tangents, and was almost arrogant in nature. While the Qatari bid centered on the improvement of Qatar and other nations through soccer, the United States' bid centered on the success of the 1994 FIFA World Cup held in the United States. Bill Clinton operated as the bid chairman and spent some of his time presenting talking about his foundation (Ussoccerdotcom). Ironically, the American bid had no foundation or purpose. It lacked reasoning beyond its current infrastructure and the success of the 1994 FIFA World Cup in the United States. Arguably, the United States lost because of the ambiguity of FIFA's decision and its willingness to bring the World Cup to different portions of the World and the arrogance of its own bid.

Now the last question that exists about the legitimacy of a Qatar or Middle Eastern World Cup would be: "Is there a love for soccer in the Middle East?" An effective anecdote answers that

question precisely, in Tehran, Iran there was a time when women were not allowed to watch soccer in the stadium there. In November 1997, when the Iranian national team qualified for the 1998 World Cup there was a celebration in the Azadi (the stadium in Tehran) and thousands of women demanded to be allowed to enter. They broke through the gates and entered the stadium, and soccer in the Middle East changed forever (Foer 217-234). This is a relevant example because it shows the popularity of football in the Middle East. Not only was the World Cup a cause for celebration and nationalism, but it was also reason for globalization and change of a conservative portion of the world. It also proves that there is a love for soccer in that part of the world, which some skeptics have reference as a major reason to avoid a Middle Eastern World Cup (Fitzgibbon 9).

Needless to say, a variety of reasons combined in FIFA's decision to award the 2022 World Cup to Qatar. While there are critics and supporters, FIFA's decision is almost guaranteed to remain the same. So a nation of 1.4 million will host a sporting event that, in theory, could in total draw a crowd two to three times the size of that. In fact, the first ever World Cup in the Middle East could be a bust or could be one of the best ever. There is no way to know; only speculation for the future is possible. At this point in time, it is more relevant to consider what hosting a World Cup could do to both change and improve Qatar for the better.

What does this World Cup Mean to Qatar?

Once Qatar was established as host, naysayers and supporters alike asked one simple question: "What does this mean for Qatar?" First, the nation would take a more prominent position in world affairs through globalization. According to Thomas Maguire, the rise of Qatar has been recent but it is a nation with emphasis on the importance of the future, "Despite an explosion of oil wealth in the second half of the twentieth century, Qatar only took a prominent position on the global stage toward the end of the 1990s. The historically insignificant state has positioned itself as a powerful node within the complex processes of globalization" (4). Maguire argues that two major occurrences signaled the beginning of the rise of Qatar. First, he argues that the emergence of the Al Jazeera news station was extremely important, but also emphasizes the significance of Qatar making its way into the global capitalist markets (11). It is apparent that over the last ten years Qatar has made some moves in order to better its global appearance, and bidding for the World Cup was mainly an economic decision.

“While Qatar was once unique in its insignificance, it is today significant in its uniqueness” (Maguire 8). In this quotation, Maguire attempts to show that the nation wants to move away from its dependence on its oil and natural gas wealth that the world is so familiar with. The hosting of a World Cup clearly stimulates any economy that it is connected to and generates both short and long term employment. The difference in the Qatar example is that this labor would be non-oil sector labor, which for this nation is an anomaly. According to one source, between 2000 and 2005 Qatar’s gross domestic product grew at an average rate of 8% per year, which is a nominal increase of 40% in five years (Berrebi, Martorell, and Tanner 423). In fact, a 2008 estimate listed the nation’s per capita GDP at \$80,000, which is in the fifth percentile on the globe (Berrebi, Martorell, and Tanner 423). In other words, this nation is already growing extremely quickly, and with the addition of a World Cup and the planned creation of infrastructure that goes with it, this nation is on the verge of something extremely special.

The World Cup will change the nation’s economy in a way that it has never before been stimulated. Previously, the nation’s idea of an increase in GDP involved more exporting of oil or natural gas. The non-oil sector of the economy will flourish, especially construction through the creation of infrastructure. In preparation for the world’s largest sporting event, the nation plans on creating (or renovating) a total of twelve state of the art stadiums, creating the world’s largest airport, the world’s largest port, and a \$25 Billion railway system (Riskwatchdog 4). These are not small projects, could cost upwards of fifty billion dollars in total, if the nation is lucky, but the nation has the wealth for these projects and the bid demonstrates this. The bid showed that Qatar knew its bid had weaknesses, but that it was willing to spend the time and money to correct these flaws in order to effectively win the right to host (MalaysiaQatar).

One final argument that has been asserted is that Qatar is attempting to create its own sort of hegemony in the Middle East (Maguire 4). Despite its small size, the nation has one of the highest GDP’s in the world, vast wealth through petroleum and possesses a priceless self-promoter in the television station Al Jazeera. Together with the World Cup and its current assets, the nation that has been growing for the past several decades, could become one of the strongest Middle Eastern nations, and emerge on the global scale.

How Much Did Qatar’s Oil Wealth Outweigh the Negatives of their Bid?

The Qatari bid is an interesting one on paper. If one looks at it, they are immediately intrigued by the photos of immense, immaculate, and complex stadiums that look as though they would be extremely difficult to construct. The bid title, "Expect Amazing" is enough to cause images of grandeur. In fact, the video that the bid chairman showed at the final bid presentation may have been the "nail in the coffin" for anyone who doubted them. The film is around two or three minutes in length, but it somehow encapsulated the Qatari and Middle Eastern World Cup dream and in a way, it made everyone forget about all the negatives (MalaysiaQatar).

To understand the bid, one must understand Qatar's negatives. If one watches the Qatari bid, they can quickly understand that the nation was attempting to play off their negative attributes as a host as problems that were easily correctible (MalaysiaQatar). As many people know, the Middle East is mostly desert land and Qatar is no exception. In the summer, the temperatures push 110 degrees Fahrenheit and that is not safe for players to be competing in. Also, currently only the stadium in Doha stands and the promised soccer facilities are currently absent (Trecker 9). Another big fear of FIFA is the amount of interest in soccer in Qatar. One source argues that football is the most popular sport in the Middle East, "FIFA also sees the tremendous growth potential in the Muslim world and recognized soccer must engage it. The sport is the most popular in the Arab world, but the grassroots development of the sport has lagged behind" (Trecker 11). Unfortunately, even if there is some interest there, for some reason attendance of major tournaments in Qatar have contradicted that opinion. For instance, at the Asian Football Confederation tournament in Qatar in early 2011, "Less than 4,000 fans saw Australia's 1-0 win over Bahrain, while there were barely 2,000 supporters to watch powerhouses Japan and Saudi Arabia" (Fitzgibbon 9). It seems apparent that while Qatar may show interest in the sport, supporting other nations' national teams is currently an issue that needs to be addressed if this tournament is to be a success.

Currently, there is no evidence of television deals that exist for the tournament, but the deals will most likely be quarreled over for several years prior to the tournament. In the United States, the last World Cup was broadcast on both ABC and the ESPN family of networks. If the Middle East is to take advantage of this, they must utilize either Al Jazeera or an American station that will be able to broadcast all the games to the broad Middle Eastern region effectively and without restraints. Next, differences between cultures may create issues. As is common custom in the Middle East and is known across the world, the Middle East is much more conservative in

terms of both dress and self behavior. For instance, dress and alcohol consumption may raise issues in the ensuing tournament. Western and Middle Eastern ideals are often conflicting, but time will tell how these issues play out.

Another possible negative (although this could change) is the current strength of the Qatari national team. Presumably, over the next eleven years the team will improve, but currently on FIFA's world rankings the Qatari national team is ranked 114th (Wahl 4). This is ironic because all the other potential hosts participated in the most recent World Cup, while Qatar has never qualified for one, and high expectations usually surround the home team (which receives an automatic bid). Presumably, some fans would also not like to travel to the Middle East, even for a World Cup. Although Qatar is a beacon of stability in a tumultuous portion of the world, the Middle East has been a hot spot over the past decade or two. This could lead to lower attendance, but there is no way to judge this, or how the region will look in just over a decade's time. Finally, according to the Qatari bid presentation, this will be the most compact World Cup ever played, which begs one to consider whether Qatar is too small of a nation (MalaysiaQatar). Conventionally, it seems safe to say that their small size is outweighed by their larger global importance.

With all this said, it seems safe to say that FIFA deemed the Qatari bid "high risk" for a reason (Trecker 8). So did wealth of the nation outweigh the negatives? It seems fairly obvious that the answer to this question is "yes". That stated, Qatar did not buy the World Cup. Qatar is using this World Cup as a mode, by which, the nation can make a name for itself on the global scale. This is part of a Qatari plan, instrumented by the emir himself, "This rapid economic and industrial growth [over the past twenty years] has not occurred in a political vacuum. In fact, Shaykh Hamad's assumption of power in 1995 was predicated on the promise of introducing far-reaching political reforms (Kamrava 402). So these political and economic reforms are large and influential. Qatar not only bid for the 2022 FIFA World Cup but also the 2016 Olympic games (Trecker 7). Qatar wants to be a global player, and the World Cup is for global nations, with global economies utilizing the global game for the growth of soccer and their own nation. Therefore, the FIFA voters probably looked at what Qatar had in oil and natural gas wealth and assumed that the nation would probably have the disposable wealth in order to fix any issues over the next eleven years. According to the Qatari bid, the nation is also in the middle of a \$14 Billion football market (the Middle East), which is prime real estate for the growth of the

beautiful game. In sum, the several negatives against the Qatari bid were outweighed by the nation's natural oil wealth because it allows the government to fix these issues and prepare for a potentially amazing World Cup.

Conclusion

Looking at the entire bid, nation, and hope of a region, namely the Middle East, the Qatari World Cup will be an effective one. As has been stated, there is quite a bit of skepticism towards the capability of this small oil-rich nation to put together the world's largest sporting event. Despite this, FIFA had the courage to take a bid that they deemed themselves high risk, and take the hopes and dreams of the Qatari nation and make them reality. It seems that FIFA's agenda of globalization and Qatar's will to become a global player played together to create the perfect combination. With recent World Cups in Asia, Africa, Europe, and the United States, it seemed inevitable that the Middle East would eventually host one. FIFA wanted to bring the sport around the world in order to make the most popular sport in world live up to its legacy.

The Qatari bid had everything. It defended its weaknesses, was humanitarian, and showed the promise of their potential tournament in a three minute video that encapsulated a dream and enthralled its viewers. It did help that the Qatari's main competitor, the United States underestimated their opponent and probably lost the bid through poor planning of the bid presentation and arrogance at the final bid. Qatar not only wants to improve the sport in its region, but also in developing nations, which is very important to FIFA. Humanitarian gifts like the extremely expensive upper tiers of their stadiums will prove extremely beneficial to underdeveloped nations. In turn, FIFA helps Qatar, and Qatar helps the world. This bid is perfect because of all the growth of the sport in different portions of the world.

The stage is set. Qatar will host. Despite the negatives, which were outweighed by Qatar's ability to correct them with its opulence, the nation will be able organize a memorable World Cup. This tournament will be remembered for a few reasons: first it will be the first Middle Eastern World Cup, next it will both globalize soccer and bring soccer to developing nations, and finally it will prove to be Qatar's coming out party as a world player. Qatar is using this to improve the sport, its non-oil sector of its economy, and most importantly, its credibility on the world stage. Nelson Mandela may have said it best when he said: "Sport has the power to change the world. It has the power to inspire, it has the power to unite people, in a way that little else does" (LaureusTV). For

now, Qatar is the host, Mandela's nation hosted a World Cup and it changed the way the world viewed South Africa, maybe the World Cup will do the same for Qatar. Only time will tell.

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