

## PERCEPTION OF FIFA WORLD CUP QATAR 2023 SOCIO-ECONOMIC IMPACTS

### IN CHON BURI SPORTS CITY RESIDENTS

### การรับรู้ของผลกระทบทางสังคม-เศรษฐกิจฟีฟ่าฟุตบอลโลก กาตาร์ 2023 ในประชาชนเมืองกีฬาชลบุรี

Dittachai Chankuna<sup>1</sup>

ดิฏฐชัย จันทร์คุณา

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#### Abstract

The socio-economic impacts of hosting the FIFA World Cup are unquestionably significant. Adjacent non-host city perception to mega event was frequently explored, while distant non-host city perception has less investigated. This study determined the socio-economic impacts of FIFA World Cup Qatar 2023 in 422 Chon Buri Sports City residents. Perception on the socio-economic impacts was measured by the translated Scale of Perceived Social Impacts questionnaire. Extracted seven dimensions by confirmatory factor analysis is consistent with empirical data. Positive impact dimensions are Community Development, Community Pride, Economic Benefits. Negative impact dimensions are Traffic Problems, Security Risks, Economic Costs, and Environmental Concerns. Positive impacts of hosting FWC Qatar 2023 has more significantly influenced on Chon Buri Sports City residents' perception than negative impacts. Factor loading of the positive impacts were between 0.924 to 0.954, while the negative impacts were between 0.771 to 0.828. These findings benefit for sport stakeholders to deeper understand the impacts of mega event hosting.

**Keywords:** FIFA, World Cup, Socio-economic impact, Non-host city residents, Chon Buri

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<sup>1</sup> คณะศิลปศาสตร์ มหาวิทยาลัยการกีฬาแห่งชาติ วิทยาเขตเชียงใหม่ ผู้เขียนหลัก อีเมล: c.dittachai@tnsu.ac.th  
Faculty of Liberal Arts, Thailand National Sports University Chiang Mai Campus, Corresponding Author,  
Email Address: c.dittachai@tnsu.ac.th

## บทคัดย่อ

ผลกระทบทางสังคม-เศรษฐกิจของการเป็นเจ้าภาพกีฬาฟุตบอลโลกยังเป็นที่สงสัยอย่างเห็นได้ชัด การรับรู้ของเมืองที่อยู่ใกล้ในการจัดมหกรรมกีฬาถูกสำรวจบ่อยครั้ง แต่ในขณะที่การรับรู้ของเมืองที่อยู่ไกลมีการสำรวจน้อย การศึกษาที่วัดผลกระทบทางสังคม-เศรษฐกิจของกีฬาฟุตบอลโลกกาตาร์ 2022 ในประชาชนเมืองกีฬาชลบุรี 422 คน การรับรู้ผลกระทบทางสังคม-เศรษฐกิจถูกวัดจากแบบสอบถามระดับการรับรู้ทางสังคมที่แปลเป็นภาษาไทย เจตมิตที่ถูกสกัดโดยการวิเคราะห์ปัจจัยเชิงยืนยันมีความสอดคล้องกับข้อมูลเชิงประจักษ์ มติผลกระทบด้านบวก ได้แก่ การพัฒนาชุมชน ความภูมิใจชุมชน ประโยชน์ทางเศรษฐกิจ มติผลกระทบด้านลบ ได้แก่ ปัญหาการจราจร ความเสี่ยงด้านความปลอดภัย ต้นทุนทางเศรษฐกิจ และการคำนึงถึงสภาพแวดล้อม ผลกระทบด้านบวกของการเป็นเจ้าภาพกีฬาฟุตบอลโลกกาตาร์มีผลอย่างมีนัยสำคัญต่อการรับรู้ในประชาชนเมืองกีฬาชลบุรีมากกว่าด้านลบ สัมประสิทธิ์น้ำหนักปัจจัยของมติผลกระทบด้านบวกอยู่ระหว่าง 0.924 ถึง 0.954 ในขณะที่มติผลกระทบด้านลบอยู่ระหว่าง 0.771 ถึง 0.828. การค้นพบนี้มีประโยชน์ต่อผู้มีส่วนได้ส่วนเสียด้านกีฬาเพื่อเข้าใจผลกระทบของการเป็นเจ้าภาพมหกรรมกีฬาอย่างลึกซึ้ง

**คำสำคัญ:** กีฬา ฟุตบอลโลก ผลกระทบทางสังคม-เศรษฐกิจ ประชาชนเมืองไม่เจ้าภาพ ชลบุรี

## Introduction

FIFA (Fédération Internationale de Football Association) is a global football organization, exist to govern football and to develop the games around the world (FIFA, 2023). It was founded in Paris on 21 May 1904, signed by 7 representatives from France, Belgium, Denmark, Netherlands, Spain, Sweden and Switzerland. The FIFA membership broadened to a greater extent with the application of South Africa in 1909, Argentina in 1912, and the United States in 1913. Each of the members of FIFA has one vote in the FIFA Congress for electing the host country of FIFA World Cup (FWC). The first FWC had hosted by Uruguay in 1930 and later 17 countries have been FWC hosted in the competition's twenty-one tournaments every four years after World War II. FWC is well-recognized as the biggest mega-event in the World. Qualification in the last group stage of FWC were nations and players' honors (Subathra et al., 2023). The recent twenty-two FWC are hosting by Qatar this year.

Hosting FWC obviously produce immense socio-economic impact to a nation. It has a positive return at long-term yield or legacy when comparing on the vast investment, especially infrastructural construction. South Africa allotted to stadia construction and renovation as well as transportation over 74% of USD 2.3 billion. After that, they gain a lot of recognition and exposure among the world population after hosted FWC in 2010. Many tourists and visitors shared their views and thoughts of the on the ground situation that prevailed in the rural part of South Africa with in turn motivated many NGOs and organization to serve the people of South Africa benefiting those in real need. Furthermore, FWC South Africa generated revenue for FIFA of around ZAR 29 billion, which had increased 2% from the 2006 Germany FWC (Subathra et al., 2023). In 2018, Russia had spent USD 10 billion for hosting FWC. The cumulative effect on Russia's economy between 2013 and 2018 amounts to USD 13 billion, representing roughly 1% annual GDP. The research committee of the organizing team forecasted that by 2023, the economic impacts through various sectors could be reach USD 30.8 billion. The payback amounted to thrice the initial fund and comprised of different sectors of the nation within five years (Müller, 2015). For FWC Qatar 2022, about USD 31.4 billion alone is being spent on creating a new city. Lusail in which Lusail Stadium is

planned to host the open and final match. Khalifa International Stadium was significantly renovated while another 6 stadiums are also built for hosting 64 matches of the FWC. About USD 11.5 billion alone is being spent in all sort of transportation segments which includes public transport, road/ bridges construction, Metro-rail, Hamad International Airport expansion, and seaports (Subathra et al., 2023). However, recognition of socio-economic impacts of hosting FWC Qatar 2023 need further empirical evidences.

Socio-economic impacts of being the FWC host probably similar to sport events that it as a media for urban regeneration and development (Perić, 2018), as a results in new business opportunities and employment for the host and non-host city residents. Example the impacts for host city residents, during FWC Russia 2018, approximately 315,000 jobs were created and managed by the government in order to prepare and organize the mega event and the unemployment rate was decreased from 5.8% to 4.8%, its lowest rate in 20 years (Subathra et al., 2023). Non-host city residents also were attracted as visitor who will stay and spend more money before, during, and after a venue, as well as visitors who will enter certain business ventures, are key assumptions for generating economic benefits (Perić, 2018). It is argued that non-host city residents are sometimes in a favorable position to benefit from events when compared to host residents because there is no initial investment and they can devote all resources to leveraging (Chien et al., 2017). Although previous studies have focused on non-host city residents' perceptions to sport event impacts on their communities and countries such as 2002 Winter Olympics (Deccio & Baloglu, 2002), 2008 Beijing Olympic Games (Liu et al., 2014), 2010 Vancouver Olympic Games (Karadakis & Kaplanidou, 2012), 2012 London Olympic Games (Ritchie, Shipway, & Cleeve, 2009), 2018 Gold Coast Commonwealth Games (Lovegrove & Fairley, 2017), and 2020 Tokyo Olympic Games (Chien et al., 2017), the impacts of FWC has very limit explore among non-host city residents.

In spite the fact that understanding the socio-economic impacts of FWC Qatar 2023 on non-host city residents are also crucial as host city residents. Non-host city residents are sometimes in a favorable position to benefit from events when compared to host city residents because there is no initial investment and they can devote all resources to leveraging (Fairley et al., 2016; Chien et al., 2017; Perić, 2018). Moreover, government investment will be deeply justified from foreign consumption such as broadcast license, ticket, travel, tourism, accommodation, souvenir, and food and beverage during the broadcasting. The level of support or opposition will assist FWC or related mega event policy making and revealed the ways to improve event outcomes for event stakeholders and the local host community. However, while Thai sports industry clusters were adopted digital marketing on Facebook fanpage during 2020 Tokyo Olympic Games (Chankuna & Amphai, 2021), or Impact of COVID-19 on sport industry in Thailand were mentioned (Chankuna et al., 2021), but socio-economic impacts on non-host city residents still under-researched area. Until now, two significant relevance researches to perception of socio-economic impacts from hosting international sport events in Thailand (MotoGP Buri Ram & Khon Kaen International Marathon) shown that non-host city residents were important supporters via direct and indirect participations (Nakpanom & Phantumabamrung, 2023; Hamkhamphai et al., 2020). Furthermore, Chon Buri Sports City residents attained social benefits from Sports City (Chankuna & Khositdham, 2020) in which Economic development could be leverage during the FWC Qatar 2023. The research question is that how was Chon Buri Sports City residents' perception from FWC Qatar 2023 hosting. The research answers will help sports policy maker to making decision regarding to develop that community.

## Objectives

1. To confirm the socio-economical dimension perceived by Chon Buri Sports City residents to FWC Qatar 2023 hosting.
2. To verify the consistency of indicators for socio-economic impacts with empirical data.

## Literature Review

Three aspects of related literatures had reviewed to explained the research question. Previous socio-economic impacts of FWCs, resident perceptions to mega event, and Chon Buri Sports City context were clarified as follows.

### Previous Socio-Economic Impacts of FWCs

Previous three FWCs induce socio-economic impacts to the host nations from three acceptable indicators – GDP, tourism, and jobs. GDP was significant increased from revenue and investment. In 2010, around ZAR 29 billion (USD 1.59 billion) in revenue from the World Cup was generated for FIFA, an increase of 2% over the FIFA held in Germany in 2006. South Africa sport industry generated more over ZAR 10 billion (USD 0.55 billion) in direct revenue from ticket sales, broadcast rights, sponsorship agreements, and marketing. Brazil invested approximately USD 300 million for Brasilia's Estadio Nacional Mane Garrincha repair and eventual reconstruction. As a result, GDP of South Africa and Brazil were increased to 8.7% and 6.1% respectively. In comparison to the 2014 World Cup, the impact of Russia GDP growth on economic activities was three times greater thanks to a twofold increase in adoring visitors and tourists during the 2010 FIFA World Cup in South Africa (FIFA, 2017; Swart et al., 2019; Subathra et al., 2023).

Moreover, Russia tourism industry was noticeable improvement as visitor from around the world spend 670 million dollars (about 1,170 dollars per person). Few areas of the country received their annual total of visits in less than 30 days. Despite other factors, the impact of tourism was felt by Russia's media projection even a few years before the end of the world cup. In order to prepare for and organize the massive event, jobs were produced by the sports and tourism industry. 825,000 direct jobs and 575,000 indirect jobs were recruited by the South Africa tourism industry. 315,000 jobs were created by sports Russia sports industry, which resulted in a drop in the unemployment rate from 5.8% to 4.8%—the lowest figure in 20 years (FIFA, 2017; Subathra et al., 2023). Hence, FWC hosting was directly leveraged the host community. Each government has increasing investment to organized the event followed the FIFA requirements and induced euphoria, pride, and patriotism of the resident.

### Resident Perceptions to Mega Event

As previous socio-economic impacts of FWCs, it is frequently hypothesized that community support for an event from locals is essential to its success (Fredline, 2005; Gursoy & Kendall, 2006). Residents may be required to vote on and/ or pay taxes that go toward financing the event's infrastructure and enhancements (Preuss & Solberg, 2006). Additionally, events aim to enlist and keep a sizable number of locals as volunteers (Cuskelly et al., 2006). A growing amount of literature investigates how residents feel about hosting events (Karadakis & Kaplanidou, 2012; Ritchie et al., 2009). However, Waitt (2003) highlights that resident constantly reevaluate their perception to the event within the social setting and thus

their perceptions are not static. Furthermore et al. (2009) have confirmed this through publishing multiple articles from a longitudinal study on perceptions of the 2012 London Olympics, which tracks changes in resident perceptions over time (Chien et al., 2011). Hence, being aware of resident perceptions can allow event managers to develop strategies to alleviate potential negative impacts.

Social exchange theory has commonly served as the basis for understanding residents' perceptions to an event (Ap, 1992; Deccio & Baloglu, 2002; Karadakis & Kaplanidou, 2012; Liu, Broom & Wilson, 2014; Perić, 2018). People are more likely to share goods or services with others if they think they will benefit in return without incurring unbearable costs (Gursoy & Kendall, 2006). The ability of social exchange theory to explain positive and negative attitudes and examine exchanges at the individual or community level is one of its benefits (Ap, 1992). In interactions between host residents and tourists, resident attitudes are utilized to forecast behavior. Residents will act in a helpful manner and have a good attitude about holding future events if they believe that the advantages of having an event exceed the costs (Fredline, 2005). However, if the residents have a negative experience, a negative attitude will develop and there won't be as much support.

The majority of research on resident perceptions has, however, typically focused on those living in the host city (Ritchie & Smith, 1991). Nevertheless, a few studies have started to look at how people from non-host cities see things (Deccio & Bagloglu, 2002; Karadakis & Kaplanidou, 2012; Ritchie et al., 2009). According to previous researches, a resident's impressions may vary based on how close they are to the occurrence (Cegielski & Mules, 2002; Ritchie & Inkari, 2006; Ritchie et al., 2009). For example, Ritchie and his colleague (2009) found that those who lived closer to the actual event venues were less supportive of the event than those who lived further away, perhaps because of the perceived disruption to their quality of life during event time. Similarly et al. (2002) suggest that those who lived further away had more positive perceptions to the impact of the events than those who lived closer.

To date, few studies examining the perspectives of non-host city residents especially hosting FWC (Bondarik et al. 2021). Residents who lived further away (and abroad) from the host city trend to more supportive of the event than those who lived closer to the venue (Chien et al., 2017; Fairley et al., 2016), presumably because host city residents experienced negative impacts, such as disruption to their lives associated with increased congestion.

### **Chon Buri Sports City Context**

Chon Buri is an eastern province of Thailand. It is located southeast of Bangkok, on the Gulf of Thailand. Chon Buri has provincial and local governments. Chon Buri was accredited as Sports City by Ministry of Tourism and Sports, together with Suphanburi, Buriram, Udonthani, Sisaket and Krabi, follows the 6th National Sports Development Plan since 2018. (Chankuna & Khositdham, 2020). Until now, none research exist that determined the impact of Chon Buri Sport City accreditation.

Chon Buri Sports City residents' perception to hosting FWC Qatar 2023 is the first example for non-host city perception to mega event. 5,357 kilometers away for Qatar is farthest distance of the study site for measuring the perception which help every sport business stakeholder to deeper understand the

widespread impact of hosting the FWC. Furthermore, Scale of Perceived Social Impacts (SPSI) by Kim et al. (2015) never employed in Chon Buri Sports City residents. Positive and negative social impact dimensions are still waiting to clarified for decision making of policy makers regarding to Sports City accreditation.

## Research Methodology

This study employed only quantitative approach with survey designs to confirm the socio-economical dimension perceived by Chon Buri Sports City residents to FWC Qatar 2023 hosting as well as verify the consistency of indicators for socio-economic impacts with empirical data. The methodology was described below.

### Population and Samples

1.3 million Chon Buri residents (National Statistics Office, 2019) were population for multi-stage random sampling based on the expectation of using the CFA rule of thumb. A ratio of samples to questionnaire items is 15:1 (Kline, 2016). With 27 items of the questionnaire, the sample is 405. However, to prevent data losing, 445 samples were determined. Multi-stage sampling is suitable for large geographically spread sample, with obtain a probability sample without a complete sampling fame. Then, quota sampling from population in 11 districts was firstly applied. Highest calculated sample group is 100 in Mueang Chon Buri followed by 86 in Bang Lamung, 79 in Sri Racha, 51 in Sattahip, 40 in Phanat Nikhom, 33 in Ban Bueng, 18 in Pan Thong, 16 in Bo Thong, 12 in Ko Chan, 8 in Nong Yai, and the lowest is 2 in Koh Srichang. Sample from each district was purposively sampling based on inclusion and exclusion criteria. Three inclusion criteria are; be Thai, over 18 years old, and be Chon Buri resident. Exclusion criteria is that they unrecognized the FWC Qatar 2023.

### Instrument

The research instrument is SPSI questionnaire, developed by Kim et al. (2015). According to social exchange theory, the purpose of the SPSI questionnaire is to measure the non-host city residents' perceptions to socio-economic impacts for FWC Qatar 2023 hosting. The questionnaire comprised of two parts. First part, seven dimensions, both positive and negative impacts, in total of 27 items were self-administered by the samples. The positive impact variable consists of three dimensions with 13 items as follows; Community development at 5 items, Community pride at 4 items, and Economic benefits at 4 items. The negative impact variable consists of four dimensions with 14 items as follows; Traffic problems at 3 items, Security risk at 4 items, Economic costs at 3 items, and Environmental concerns at 4 items. The items on socio-economic impacts were operationalized with seven-point direct rating scales, ranging from 1-Strongly disagree to 7-Strongly agree.

The second part of the questionnaire captured profile of the participants including gender, age, education, and occupation. All questionnaires were paper-based. Furthermore, the questionnaire was in Thai, but it was translated using forward-backward translation by same translator for publication purpose.

The questionnaire was verified content validity and reliability. Content validity was tested through items objective congruence index (IOC) by three experts with three qualification criteria; hold doctoral degree in sport management or related field, has up to five years experienced in socio-economic impacts study and distinguishable understands the socio-economic impacts framework. The IOC is 0.95. Reliability was acquired from Cronbach's Alpha by try out in 33 Bangkok residents before data collection. The Cronbach's Alpha is at 0.877. Slight modifications to the First part of the questionnaire's items were made under the experts' recommendation and the context of this study.

### **Data Collection**

The researchers trained two assistant researchers for data collecting process. The data collecting process had designed to guaranteed a valid data in convenience sampling method from the sample. Two well-trained assistant researchers collected the data during the Group stage matches of FWC Qatar 2023 competition, 20 November to 3 December, 2023. Major data collection site was 11 district offices. According to the exclusion criteria, the excluded participants were found in three districts in total of 23. Responded sample in Mueang Chon Buri, Sri Racha, and Sattahip are 94, 68, and 45 respectively. As result, 422 questionnaires were completely responded. The response rate is high at 0.948.

### **Data Analysis**

Descriptively analyzed was conducted to explore the resident profile of the study and to calculate the means and standard deviation of the collected data. Confirmatory factor analysis (CFA) was undertaken by Mplus 5.21. The 7 first-order factors were extracted using the fix factor method to confirm the 27 SPSI measure scales regarding to Kim et al. (2015). Cut-off criteria for fit indices had recommended by Hu and Bentler (1999) were adopted. The fit indices are Relative  $\chi^2$  (Chi-Square/ df), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Standardized Root Mean Square Residual (SRMR). Model respecifications were required for adjusting the unacceptable fit indices.

## **Results**

Chon Buri Sports City residents were enrolled from 11 districts in Chon Buri as previously mentioned. Most of the participants lived in Mueang Chon Buri at 22.3%, followed by Bang Lamung and Sri Racha at 20.4% and 16.1% respectively. Gender of the participants was male at 258 (61.1%) and female at 164 (38.9%). Highest age range were 18-25 years (42.7%), below 18 years and 26-35 years (10.4%), and over 65 years (10.0%). Bachelor and master degrees were most frequency of the participants (37.0% and 23.7%). Top three occupations were private staff, entrepreneur, and state enterprise (23.0%, 19.0%, and 15.2%).

Level of Chon Buri Sports City residents' perceptions to socio-economic impacts for FWC Qatar 2023 hosting were revealed. Participants expressed more agreement with positive socio-economic impacts (Mean = 5.38) than negative impact (Mean = 3.21). For positive socio-economic impacts, Community Development are highest perceived level than Economic Benefit and Community Pride (Mean = 5.63, 5.26, and 5.25 respectively). It seems that FWC Qatar 2023 significantly 'Improved the image of hosting cities' in Chon Buri Sports City residents' perception. In contrast, hosting FWC Qatar 2023 almost has less

negative socio-economic impacted to non-host city residents' perception. Traffic Problems, Security Risks, and Environment Concerns are less perceived by the participants (Mean = 3.17, 2.31, 2.13 respectively). Economic Costs was obviously perceived by participants (Mean = 5.22) among negative impact. FWC Qatar 2023 hosting probably convince Chon Buri Sports City residents' that there are Excessive spending on new infrastructure for the event (Mean = 5.89) and Excessive spending for preparing the sport halls (Mean = 5.83).

All seven factors were significantly loaded into Chon Buri Sports City residents' perceptions model. The factors with the first three highest loading were, positive socio-economic impacts, Community Development (0.954) followed by Community Pride (0.928), and Economic Benefits (0.924) respectively. Although Environmental Concern and Economic Costs were negative impacts, but it was fourth and fifth highest loading factor (0.828 and 0.815). Security Risks and Traffic Problems were lowest loading factors of the model (0.798 and 0.771). Model respecifications were neglected. Depiction the results of confirmatory factor analysis for Chon Buri Sports City residents' perceptions to socio-economic impacts for FWC Qatar 2023 hosting was shown in Figure 1. Hence, the socio-economical dimension perceived by Chon Buri Sports City residents to FWC Qatar 2023 hosting was confirmed.

Fit indices of the Chon Buri Sports City residents' perceptions model provided a good fit (Relative  $\chi^2 = 1.262$ , RMSEA = 0.025; CFI = 0.976; TLI = 0.972; SRMR = 0.043) as described in Table 1. Through several steps, all of the measurement scales were coded to expect positive factor loadings. The original measurement model (with all factors set to correlate) was estimated and all scales loaded onto their respective factor and were all significant. Examination of the standardized residuals covariance matrix revealed no significant discrepancy between the sample and the implied covariances matrices. There was no multicollinearity problem in this study. Thus, the model of Chon Buri Sports City residents' perceptions is consistent with empirical data.

## Conclusion and Discussion

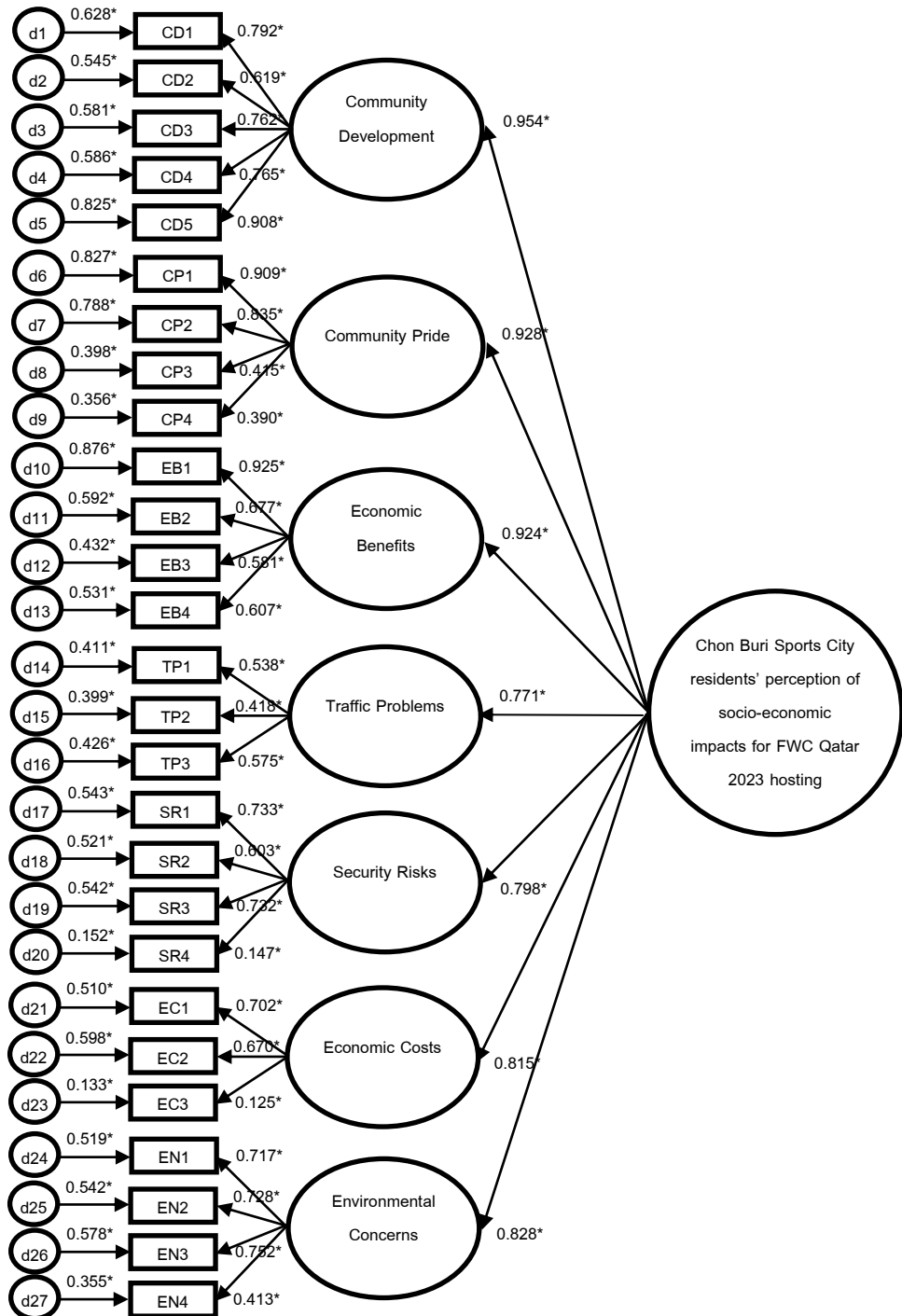
The quantitative data collected in the current study uncovered a number of themes relevant to the literature on the socio-economic impacts of FWC Qatar 2023. With regard to the research question, how was Chon Buri Sports City residents' perception to FWC Qatar 2023 hosting, the deeper understanding of the socio-economical dimension was confirmed by two major answers as discuss below.

Firstly, Chon Buri Sports City residents perceived fewer negative impacts than other non-host city residents. Calculating the percentage of mean value related to its maximum scale, mean value of negative dimension in this study was 45.85% of 7-point direct rating scale (Mean = 3.21). Similar maximum scale of negative impacts perception of Rijeka residents (Perić, 2018) was 63.14%. In 5-point Likert scale, Garfield Country (Deccio, & Baloglu, 2002) and Ottawa (Karadakis, & Kaplanidou, 2012) residents' negative perceptions were 57.80% and 62.60% (Mean = 2.89 and 3.13) respectively. The possible cause is that proximal host city residents directly attain the negative impacts as the host city residents. Traffic congestion and parking problems often occur during the construction of facilities of the host city. Risk of crime and terrorism may increase as a result of an influx of people and migrant workers. Consequently, litter and waste, air pollution, noises levels, and urban development are environmental impacts appear as the



environmental concerns of the hosting mega event (Deccio & Baloglu, 2002; Ritchie et al., 2009; Perić, 2018). Thus, low perception to negative impacts in Traffic Problems, Security Risks, and Environmental Concerns dimensions were expressed by Chon Buri Sports City residents.

However, the mean values of Economic Costs and all positive impact dimensions are consistent with the extant literature in many ways. Economic Costs is generally perceived negative impacts as Perić (2018). This imply that Chon Buri Sports City residents saw the renovated city and new stadiums via match broadcasting. They could calculate that Qatari government has excessive spending on new infrastructure for the event. For positive impacts, perception of Chon Buri Sport City residents similar to previous non-host city residents. The percentage of mean values from Garfield Country (Deccio & Baloglu, 2002), Chon Buri, Ottawa (Karadakis & Kaplanidou, 2012), and Rijeka (Perić, 2018) residents were high at 81.60%, 76.85%, 73.80%, and 70.85% (Mean = 4.08, 5.38, 3.69, and 4.96) respectively. It seems that hosting the FWC Qatar 2023 greatly induced Chon Buri Sports City residents' perception to improve the image of hosting city, enhanced the community pride of local residents, and increased trade for local business.



Note: \*p < .05; Relative  $\chi^2 = 1.262$ , RMSEA = 0.025; CFI = 0.976; TLI = 0.972; SRMR = 0.043

FIGURE 1: Depiction of Confirmatory Factor Analysis for Chon Buri Sports City Residents' Perceptions to Socio-Economic Impacts for FWC Qatar 2023 Hosting

**TABLE 1** Fit Indices Analysis for Chon Buri Sports City Residents' Perceptions to Socio-Economic Impacts for FWC Qatar 2023 Hosting (n = 422)

Fit Indices	Cut-off Value	CFA Finding	Interpretation
Relative $\chi^2$	< 2.00	1.262 (382.453/ 303)	Good fit
RMSEA	< .06 (or .05)	0.025	Good fit
CFI	> .95	0.976	Good fit
TLI	> .95	0.972	Good fit
SRMR	< .08 (or .10)	0.043	Good fit

Secondly, Positive impacts of hosting FWC Qatar 2023 has more influenced on Chon Buri Sports City residents' perception than negative impacts. From the CFA results, the positive and negative items in total of 27 of the SPSI were significantly loaded into seven dimensions. Fit indices supported that the model was good fit. The three positive dimensions showed higher standardized factor loadings than the four negative dimensions, similar to the study conducted by Perić (2018). It is new evidence supported that FWC non-host city residents perceived positive socio-economic impacts in hosting mega events including Summer Olympic Games (Liu et al. 2014; Chien et al. 2017), Winter Olympic Games (Deccio, & Baloglu, 2002; Karadakis, & Kaplanidou, 2012), Paralympic Games (Ritchie, Shipway, & Cleeve, 2009), Commonwealth Games (Fairley et al. 2016), EHF European Handball Championship (Perić, 2018), and FWC. Community Development, Community Pride, and Economic Benefits are three major socio-economic impacts perceived by non-host city residents.

In conclusion, this study firstly assessed non-host city residents' perception to FWC. The research question was, derived from extensive literatures emphasized on social exchange theory among mega-events, Chon Buri Sports City residents' perception to FWC Qatar 2023 hosting. After operated SPSI in Chon Buri Sports City residents during the Group stage matches, two major results completely answered the research questions. First, Chon Buri Sports City residents perceived fewer negative impacts than other non-host city residents. Second, positive impacts of hosting FWC Qatar 2023 has more influenced on Chon Buri Sports City residents' perception than negative impacts. This study also filled the research gap by revealed the first evidence of farthest non-host city residents' perception to FWC. Future research required the residents' specific behavior verifying and longitudinal study. Sports policy maker and stakeholders has advantage for adopting practical implications regarding to develop that community.

## Suggestion

The results of this study contribute a number of implications for event managers and for stakeholders who seek to engage non-host cities in mega-events. First, for academic benefit, due to the Chon Buri Sports City residents' perception to socio-economic has fewer negative impacts than another non-host city, only Economic Costs are similar. The event should be promoted through online marketing channels that showcase event related benefits to the wider state and the nation. Event managers and relevant governmental bodies should actively seek to promote the event to engage residents outside of the host community. Further, promoting the event through Facebook Fanpage, as Tokyo Olympic Games

(Chankuna & Amphai, 2021), may be help to increase interest among non-host city residents and also allow them to involve in the event. Proposed digital marketing on Facebook Fanpage model including the attract new consumers by stand out contents, apply both automatic and manual customer relationship systems, and integrate work with websites may diminish the potential for negative socio-economic impacts of FWC Qatar 2023 hosting.

Second, this study emphasized that positive impacts of hosting FWC Qatar 2023 has more influenced on Chon Buri Sports City residents' perception than negative impacts. For policy benefit, mega-event bidder and twenty-third FWC co-host (Canada, Mexico & United States) could consider to adopt Qatar investment proportion strategy for wider spreading socio-economic impacts. Stadium and infrastructure are vital spending, later in generate balance income from sports tourism as well as promote both community and nation. In this regard, the results of this study would also benefit event planners and sport marketers when trying to acquire community-wide support. Such a positive attitude toward hosting could have critical implications for the overall success of the future projects.

However, this study has two key limitations that can serve as the direction for future research. First, directly perceptions benchmarking between host and non-host city residents to explain sport tourism exchange at the individual or communal level was abandoned. Non-host city residents of qualified 32 national football teams in FWC, which have greater chance of sport tourism participation, might bring different results and conclusions. This would also have supported the usefulness of social exchange theory more robustly with empirical data. Secondly and finally, this study questioned respondents in the Chon Buri Sports City, a city whose mega-event programme is frequent organized and where participants may have experienced positive (and negative) impacts from other events, thus intervening the findings of this programme of research. Inclusion of FWC participants behavior in further research will strengthening the results of social exchange theory, e.g., watch live broadcasting, buy a national jersey, organize FWC-related marketing activity (event manager), report the match results (journalist), and travel to host city. Finally, for sustainability issue, perceptions often change over time (Waite, 2003; Ritchie et al., 2009; Karadakis & Kaplanidou, 2012), legacy issue may not be perceived as current event. Longitudinal study may detect the perceptions that change positively or negatively.

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