

Social and economic impacts of mega events on community participation and support: the case of FIFA World Cup Qatar 2022

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Abstract

This study examines the relationship between the post-event perceived socio-economic impact and the community participation and support of the FIFA World Cup Qatar 2022. A total of 260 responses were collected and analyzed by PLS-SEM. The findings reveal that while community participation is influenced by both perceived social and economic impact, community support is primarily influenced by perceived social impact of the event. A multi-group analysis shows that the effect of perceived social impact and economic impact on community participation is stronger in the male sample compared to the female sample. Furthermore, the effect of perceived social impact on both community participation and community support is stronger in the age group below 35 years compared to the age group above 35 years. The study's insights provide guidance for event organizers and policymakers, contributing to a better understanding of the factors that contribute to community support for mega events.

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