

**What is the Impact of Hosting the World Cup on Social Inclusion and
Minority Rights Policies: A Comparative Case Study of Infrastructure
Development, Transportation, Public Discourse, Protests, and Social
Movements in South Africa, Brazil, and Russia.**

by

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I, the undersigned, Jose Victor Lozano Alvarado, candidate for Master of Arts in Public Policy, declare herewith that the present thesis is exclusively my own work, based on my research.

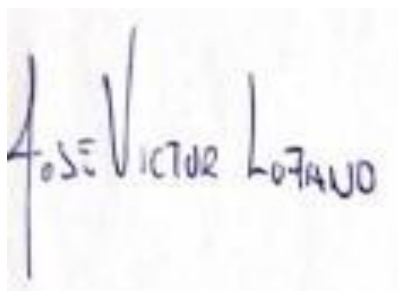
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Abstract

This study explores the impact of hosting the FIFA World Cup on social inclusion and minority rights policies, with a specific focus on infrastructure development, transportation, and public discourse. Using a comparative case study approach, the experiences of South Africa (2010), Brazil (2014), and Russia (2018) as host countries are examined. The research investigates the role of protests and social movements in pressuring for policy changes, particularly in areas such as affordable housing, labor conditions, and the protection of minority rights. The study finds that hosting the World Cup brings attention to social issues and creates a platform for public discourse, leading to policy reforms in some areas. Infrastructure development and transportation improvements were observed in all three countries, enhancing accessibility for residents and visitors. Protests and social movements played a significant role in influencing policy changes, addressing concerns related to housing rights, labor conditions, and discrimination. Public discourse during the World Cup shed light on issues of minority rights, social inequality, and inclusivity. However, the study also identifies limitations, including the need for caution in generalizing findings and the dependence on available data. Suggestions for further research include assessing long-term impacts, considering a wider range of host countries, and exploring stakeholder perspectives in more depth. Overall, this study provides insights into the complex relationship between hosting mega-events, social inclusion, and minority rights policies, offering recommendations for future World Cup host countries to maximize positive social impacts.

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Chapter 1.0: Introduction

1.1 Background of the Study

Historically, after the English Football Association Challenge Cup that commenced in 1871, the Scottish Cup of 1873, Copa del Rey of 1903, Coupe de France of 1917, and Coppa Italia of 1922, the World Cup ranks as the oldest football competition and the oldest international football competition in the world attracting the most views globally¹. The first FIFA World Cup was held in 1930 and was hosted by Uruguay. The tournament was organized to coincide with the 100th anniversary of Uruguay's first constitution and also to celebrate the country's successful defense of the football gold medal at the 1928 Olympics. The inaugural World Cup featured 13 teams, including seven from South America, four from Europe, and two from North America². Uruguay emerged as the winners, beating Argentina 4-2 in the final³. The first FIFA World Cup in 1930 changed the country's economy and prestige. Football was less popular because travel was harder and more expensive back then⁴. The 18 tournament matches drew 590,000 spectators⁵. Hosting the World Cup is estimated to have produced \$4.5 million for Uruguay⁶. Given Uruguay's modest population of little over 2 million, this was a large sum. The World Cup boosted Uruguay's global status and economy⁷. Its rich cultural legacy and passionate football culture helped increase its international image. The World Cup has certain drawbacks. Critics said the tournament's high cost should have been better spent on social and economic issues⁸. Some players and teams also experienced long journeys, new food

¹ Lisi, Clemente A. *A History of the World Cup: 1930-2014*. Rowman & Littlefield, 2015.

² Baade, Robert A., and Victor A. Matheson. "The quest for the cup: assessing the economic impact of the world cup." *Regional studies* 38, no. 4 (2004): 343-354.

³ Baade and Matheson.

⁴ Burch, Michael, Gunter Wallner, Sergiu Lazar Angelescu, and Peter Lakatos. "Visual analysis of FIFA world cup data." In *2020 24th International Conference Information Visualisation (IV)*, pp. 114-119. IEEE, 2020.

⁵ Burch et al.

⁶ Burch et al.

⁷ Dauncey, Hugh, and Geoff Hare, eds. *France and the 1998 World Cup: The national impact of a world sporting event*. No. 7. Psychology Press, 1999.

⁸ Dauncey and Hare.

and lodging, and language obstacles in Uruguay. Despite problems, the World Cup established Uruguay as a prominent world football power. The country has produced legends like Enzo Francescoli, Diego Forlan, and Luis Suarez⁹. Uruguay's football prowess has maintained the country's reputation as a football powerhouse and increased tourism by attracting international followers. Uruguay's inaugural FIFA World Cup in 1930 had a big impact on its economy and global prestige. The tournament promoted Uruguay's rich cultural legacy and thriving football culture while also having some negative effects.

1.2 Research Gap

In most cases, the World Cup hosts focus entirely on the economic benefits emerging from the competition. This compels extensive investment on infrastructure and white elephant projects that end up being a burden to the economy due to high maintenance cost. A lot of money is wasted maintaining these projects after the World Cup. Even during organization, little to no effort is put in analyzing the impact of hosting the World Cup on social inclusion and minority rights policies when conducting infrastructural developments. This study investigates not only how hosting the World Cup benefits the economic development, but also how social movement, public discourse, and protests have catalyzed policy changes in the space of social inclusion and minority right policies. This research aims at determining the impact of the impact of hosting the World Cup on social inclusion and minority rights policies. This is a comparative case study of infrastructure development, transportation, public discourse, protests, and social movements in South Africa, Brazil, and Russia. The study will collect data from the existing literature and other academically accepted databases to mine data on the impact of hosting a World Cup in the three countries.

⁹ Caioli, Luca. *Suárez: The Remarkable Story Behind Football's Most Explosive Talent*. Icon Books Ltd, 2014.

1.3 Statement of the Problem

The FIFA World Cup is a significant global event that can generate substantial investments and attention from host countries. While hosting the World Cup has potential economic benefits and can promote national pride, it can also pose challenges in terms of social inclusion and minority rights. There are cases where the hosting country may overspend in attempting to meet the FIFA threshold, which could not be recovered in revenues after the event. For instance, Brazil still faces economical questions relating to spending more than \$14 billion in preparation to organize the 2014 World Cup¹⁰. Socially, the competition introduces cultural diversity within the host country, something that enhances cultural differences¹¹.

1.4 Objective of the Study

This thesis aims to assess the impact of hosting the World Cup on social inclusion and minority rights policies in South Africa, Brazil, and Russia, with a specific focus on infrastructure development, transportation, public discourse, protests, and social movements.

1.5 Research Question

How does hosting the FIFA World Cup impact social inclusion and minority rights policies, particularly in the areas of infrastructure development, transportation, public discourse, protests, and social movements in South Africa, Brazil, and Russia?

1.6 Research Hypotheses

Hypothesis 1: H1: Hosting the FIFA World Cup leads to increased infrastructure development and transportation investments that disproportionately benefit privileged groups and regions, exacerbating existing social and economic inequalities.

Hypothesis 2: H2: Hosting the FIFA World Cup can create opportunities for policy

¹⁰ Saurombe, Amos. "Taking stock of the 2010 FIFA World Cup: did it live up to expectations of being" the African World Cup"?. *Commonwealth Youth and Development* 9, no. 2 (2017): 50-59.

¹¹ Sterchele, Davide, and Chantal Saint-Blancat. "Keeping it liminal. The Mondiali Antirazzisti (Anti-racist World Cup) as a multifocal interaction ritual." *Leisure Studies* 34, no. 2 (2015): 182-196.

changes that promote social inclusion and minority rights, particularly in the areas of transportation and public discourse, as a result of increased international scrutiny and pressure.

Hypothesis 3: H3: Hosting the FIFA World Cup intensifies public discourse around social inclusion and minority rights, leading to a heightened awareness and the possibility of policy changes in response to both domestic and international pressures.

Hypothesis 4: H4: The organization of protests and social movements during the FIFA World Cup is positively correlated with the visibility and effectiveness of advocacy efforts for social inclusion and minority rights, potentially influencing policy changes.

1.7 Value of the Study

The results of the study will be significant to researchers, students, and government agencies associated with formulating policies governing international sport competition and their economic and social impact on the hosting countries. Researchers will reference this study as a template of findings to model their study around this study's outcome. On the other hand, students will benefit through continued reference to this study when studying a similar topic. Finally, the government agencies formulating policies on the economic and social impact of international sporting events, may refer to the findings of this study to influence their decision on policy matters.

Chapter 2.0: Literature Review

2.1 Introduction

This section reviews the existing literature on how hosting the FIFA World Cup impact social inclusion and minority rights policies in various host countries. The first section of this chapter will discuss how hosting the FIFA World Cup could lead to increased infrastructure development and transportation investments that disproportionately benefit privileged groups and regions, exacerbating existing social and economic inequalities. The second phase will discuss how hosting the FIFA World Cup can create opportunities for policy changes that promote social inclusion and minority rights, particularly in the areas of transportation and public discourse, as a result of increased international scrutiny and pressure. The third area of research under literature review will focus on how hosting the FIFA World Cup intensifies public discourse around social inclusion and minority rights, leading to a heightened awareness and the possibility of policy changes in response to both domestic and international pressures. The fourth phase will discuss how the organization of protests and social movements during the FIFA World Cup is positively correlated with the visibility and effectiveness of advocacy efforts for social inclusion and minority rights, potentially influencing policy changes. Throughout literature review, the study will focus on the impact of infrastructural development on social inclusion during World Cups, and the public discourse, including protests and social movements activated by the minority within the host countries. The study will narrow its research on the key topics in Brazil, South Africa, and Russia. At the end of the literature review, the researcher will reiterate the research gap that this study would contribute to. In other words, what more information is this study adding to the existing literature on the impact of hosting the World Cup on social inclusion and minority rights policies in South Africa, Brazil, and Russia, with a specific focus on infrastructure development, transportation, public discourse, protests, and social movements?

2.2 The Impact of Hosting World Cup on Infrastructural Development and Transportation Investment

2.2.1 Investment in Infrastructure

The FIFA World Cup is a major global event that draws millions of people. The host nation can promote its culture, natural beauty, and economic potential. To run smoothly and give tourists a pleasant experience, hosting the World Cup demands major infrastructure and transportation expenditures. Various hosts invested extensively on infrastructure and transportation, yet the advantages were not equitably distributed¹². For instance, South Africa hosted the 2010 FIFA World Cup¹³. The country invested extensively on infrastructure and transportation, yet the advantages were not equitably distributed¹⁴. South Africa invested heavily in transportation systems for the World Cup, including new motorways, enhanced rail networks, and the Bus Rapid Transit (BRT) system¹⁵. The BRT system was designed to improve mobility for marginalized urban and rural regions. Johannesburg, Cape Town, and other large cities have modern, efficient BRT systems for inhabitants and visitors.

Similar investments on transportation were also witnessed in Brazil during preparation for the 2014 World Cup. The country invested Rio de Janeiro Metro Line 4, which was an extension of the existing metro system, connecting Ipanema to Barra da Tijuca, where many World Cup venues were located¹⁶. Further, the government also invested in São Paulo Monorail Line 17. Although planned to be completed before the World Cup, the project faced delays and was not operational during the event¹⁷. It connects Congonhas Airport to the city's

¹² Szymanski, Stefan, and Stefan Szymanski. "The economic impact of the World Cup." *Football Economics and Policy* (2010): 226-235.

¹³ Bob, Urmilla, and Kamilla Swart. "Resident perceptions of the 2010 FIFA Soccer World Cup stadia development in Cape Town." In *Urban Forum*, vol. 20, pp. 47-59. Springer Netherlands, 2011.

¹⁴ Szymanski, Stefan, and Stefan Szymanski. "The economic impact of the World Cup."

¹⁵ Henderson, Joan C. "Hosting the 2022 FIFA World Cup: opportunities and challenges for Qatar." *Journal of Sport & Tourism* 19, no. 3-4 (2014): 281-298.

¹⁶ Mitra, Arjyo. "An ethical analysis of the 2014 FIFA World Cup in Brazil." *Law & Bus. Rev. Am.* 21 (2015): 3.

¹⁷ Mitra. "An ethical analysis of the 2014 FIFA World Cup in Brazil."

metro system. In addition, Brazil also invested in Bus Rapid Transit (BRT) systems, which was introduced in multiple cities, including Rio de Janeiro (TransCarioca and TransOeste) and Belo Horizonte (MOVE)¹⁸.

During the 2018 World Cup event in Russia, the country invested in similar transportation development as South Africa and Brazil. The country invested in the Moscow Central Circle (MCC), an urban rail line that opened in 2016¹⁹. The MCC aimed at integrating with the city's metro system and providing better connectivity across Moscow. In addition, St. Petersburg's Western High-Speed Diameter (WHSD) was also constructed²⁰. The WHSD was to a toll motorway connecting the city's northern and southern parts, facilitating access to the stadium. Further, Russia also developed new or upgraded airports in several host cities, including Nizhny Novgorod, Volgograd, and Kaliningrad²¹. The cities saw airport renovations or the construction of new terminals to improve accessibility for visitors.

2.2.2 Benefits from the Infrastructures

Despite these investments, not everyone benefits. The South Africans in the rural and informal communities lagged behind²². To build stadiums and other infrastructure for the World Cup, the South African government moved thousands of families from informal settlements²³. These communities were promised new housing and better living conditions, but many were left in unsafe situations²⁴. A similar tactic was applied by the Brazilian government in 2014. The Brazilian government used eminent domain to purchase land for new

¹⁸ Mitra

¹⁹ Müller, Martin, and D. Wolfe Sven. "World Cup Russia 2018: already the most expensive ever?." *Russian analytical digest* 150 (2014): 2-6.

²⁰ Müller and Wolfe Sven. "World Cup Russia 2018: already the most expensive ever?."

²¹ Sobral, Vitor, Sheranne Fairley, and Danny O'Brien. "Factors influencing event media personnel's frame building process at the 2018 FIFA World Cup Russia." *Tourism Management* 92 (2022): 104553.

²² Kesenne, Stefan. "The economic impact, costs and benefits of the FIFA World Cup and the Olympic Games: Who wins, who loses?." In *International handbook on the economics of mega sporting events*. Edward Elgar Publishing, 2012.

²³ Sturgess, Brian, and Chris Brady. "Hosting the FIFA World Cup." *World Economics* 7, no. 4 (2011): 145-164.

²⁴ Sturgess and Brady. "Hosting the FIFA World Cup."

infrastructure. This law permitted the government to take private land for public use with appropriate compensation. Critics say individuals were driven out of their homes without notice or help and that compensation was often minimal²⁵. The government evicted Favela do Metro residents in Sao Paulo using the eminent domain²⁶. The World Cup opening ceremony was staged at Arena Corinthians, near this neighborhood. The government argued the slum was an illegal settlement on public land and needed to evict residents to build new infrastructure²⁷. The Favela do Metro eviction was controversial²⁸. Human rights groups claimed the government failed to compensate or house evicted residents. Some residents said they were evicted without notice and had to abandon their homes and jobs²⁹. Other tactics such as “pacification” was also used in Brazil. For instance, the Rio de Janeiro's "pacification" of favelas around the Maracanã stadium enabled police and military to enter favelas to impose authority and expel drug dealers and other criminals³⁰. Critics said the pacification approach displaced many slum residents while reducing crime³¹. Residents said they were evicted without notice or compensation³². Pacifying the favelas led to gentrification and the entrance of wealthier inhabitants, further marginalizing those forced to leave³³.

In Russia’s preparation for the 2018 World Cup, the Russian government used a combination of incentives and coercion to persuade people to move. In some cases, they offered financial compensation and alternative housing to residents who agreed to relocate³⁴. However,

²⁵ Biscaia, Rui, Abel Correia, Thiago Santos, Stephen Ross, and Masayuki Yoshida. "Service quality and value perceptions of the 2014 FIFA World Cup in Brazil." *Event Management* 21, no. 2 (2017): 201-216.

²⁶ Biscaia et al.

²⁷ Gaffney, Christopher. "The urban impacts of the 2014 World Cup in Brazil." In *Mega-Events and Globalization*, pp. 167-185. Routledge, 2015.

²⁸ Gaffney

²⁹ Müller, Martin, and Christopher Gaffney. "Comparing the urban impacts of the FIFA World Cup and Olympic Games from 2010 to 2016." *Journal of Sport and Social Issues* 42, no. 4 (2018): 247-269.

³⁰ Müller and Gaffney.

³¹ Müller and Gaffney.

³² Müller and Gaffney.

³³ Müller and Gaffney.

³⁴ Lelyukhin, Alexander. "A federal law on hosting Confederation Cup 2017 and World Cup 2018 in Russia. An overview, state commitments and specific provisions." *The International Sports Law Journal* 14, no. 1-2 (2014): 72-81.

in other cases, the government used more forceful tactics, such as evicting people without adequate compensation or forcibly removing them from their homes³⁵. The relocation process was not always smooth, and some residents faced significant challenges, including losing their homes and access to their communities. For example, in the city of Samara, the government forcibly evicted over 100 families from their homes to make way for a new stadium, leaving them homeless³⁶. The families were given little notice and inadequate compensation, and many had no choice but to move to temporary accommodation or live with relatives³⁷. In some cases, the government's actions sparked protests and criticism from human rights groups and local residents. For example, in the village of Luzhniki, near Moscow, residents protested against their eviction to make way for a parking lot for the World Cup stadium³⁸. The residents argued that they had not been offered adequate compensation and alternative housing and accused the government of ignoring their rights and interests³⁹.

2.3 Impact of Hosting World Cup on Policy Changes for Social Inclusion and Minority Rights

When Brazil hosted the World Cup in 2014, the government changed investment policies by allocating a higher budget to sporting infrastructural investments in public transit and mobility. The Brazilian government expanded metro lines, built bus rapid transit systems, and improved cycling infrastructure to improve public transit⁴⁰. These strategies improved transportation for low-income and marginalized populations to promote social inclusion and eliminate inequality⁴¹.

³⁵ Lelyukhin

³⁶ Andersson, Svante, Linnea Bengtsson, and Åsa Svensson. "Mega-sport football events' influence on destination images: A study of the of 2016 UEFA European Football Championship in France, the 2018 FIFA World Cup in Russia, and the 2022 FIFA World Cup in Qatar." *Journal of Destination Marketing & Management* 19 (2021): 100536.

³⁷ Andersson et al.

³⁸ Andersson et al.

³⁹ Andersson et al.

⁴⁰ Butler, B. Nalani, and Thomas J. Aicher. "Demonstrations and displacement: social impact and the 2014 FIFA World Cup." *Journal of policy research in tourism, leisure and events* 7, no. 3 (2015): 299-313.

⁴¹ Butler and Aicher.

In 2018, Russia also reviewed its investment policies to improve its public transportation during the World Cup. The government created new metro lines, airports, and highways to increase transportation for people and visitors. These changes were crucial for Russia's LGBT community, which has experienced prejudice and marginalization⁴².

In addition, the 2010 World Cup in South Africa promoted diversity and social inclusion discussions. The government used the World Cup to demonstrate its diversity and inclusivity efforts after apartheid⁴³. The administration promoted social cohesion with a diversity and tolerance campaign and a program to help disadvantaged populations get education and jobs⁴⁴.

2.4 Impact of Hosting World Cup on Public Discourse around Social Inclusion and Minority rights and the Response to Domestic and International Pressures

The 2010 World Cup in South Africa symbolized post-apartheid reconciliation and unity. The event also exposed the country's social and economic inequities. The South African government responded to these challenges by promoting disabled people's sports participation and creating a national human rights commission to address discrimination and inequality⁴⁵.

In addition, the 2014 World Cup in Brazil was surrounded by protests about government expenditures. Protesters said stadiums and infrastructure should have been utilized to address poverty, education, and healthcare⁴⁶. The Brazilian government responded to these concerns by creating a program to eradicate racism in sports and promoting disabled soccer

⁴² Sobral et al.

⁴³ Maennig, Wolfgang, and Stan Du Plessis. "World Cup 2010: South African economic perspectives and policy challenges informed by the experience of Germany 2006." *Contemporary Economic Policy* 25, no. 4 (2010): 578-590.

⁴⁴ Maennig and Du Plessis.

⁴⁵ Gibson, Heather J., Matthew Walker, Brijesh Thapa, Kyriaki Kaplanidou, Sue Geldenhuys, and Willie Coetzee. "Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa." *Tourism management* 44 (2014): 113-122.

⁴⁶ Vico, Roberto Paolo, Ricard Ricci Uvinha, and Nuno Gustavo. "Sports mega-events in the perception of the local community: the case of Itaquera region in São Paulo at the 2014 FIFA World Cup Brazil." *Soccer & Society* 20, no. 6 (2019): 810-823.

players⁴⁷.

During the 2018 World Cup in Russia, the country had a chance to show off its economic and political might. However, organizing the event aroused worries about human rights abuses, particularly against the LGBTQ+ population⁴⁸. FIFA promoted diversity and inclusion in soccer in response to these concerns, and other foreign groups called on the Russian government to rectify human rights problems⁴⁹.

2.5 The Impact of Social Movement on Policy Changes in Social Inclusion and Minority Rights

Social movements and activism characterized the 2010 World Cup in South Africa. Housing and labor demonstrations preceded the event. The Treatment Action Campaign advocated for HIV/AIDS patients' healthcare access, supporting social inclusion and minority rights⁵⁰. Social movements and activism in South Africa promoted housing, labor, and minority rights. New labor rules and a national housing subsidy scheme resulted⁵¹.

Further, protests for minority rights and social inclusion dominated the 2014 World Cup in Brazil⁵². Student, indigenous, and labor unions led the protests. The protests were widely covered in the media and influenced public opinion, with many Brazilians frustrated by the tournament's high cost and the apparent lack of public sector investment⁵³. Social inclusion and minority rights advocacy was enhanced by FIFA World Cup demonstrations and social movements⁵⁴. Protests in Brazil raised awareness of police violence and the need for public

⁴⁷ Vico et al.

⁴⁸ Müller.

⁴⁹ Van Reeth and Osokin.

⁵⁰ Kaplanidou, Kyriaki, Kostas Karadakis, Heather Gibson, Brijesh Thapa, Matthew Walker, Sue Geldenhuys, and Willie Coetzee. "Quality of life, event impacts, and mega-event support among South African residents before and after the 2010 FIFA World Cup." *Journal of Travel Research* 52, no. 5 (2014): 631-645

⁵¹ Kaplanidou et al.

⁵² Vierhaus, Christopher. "The international tourism effect of hosting the Olympic Games and the FIFA World Cup." *Tourism Economics* 25, no. 7 (2019): 1009-1028.

⁵³ Matsuoka De Aragao, Mirele. "Economic impacts of the FIFA World Cup in developing Countries." (2015).

⁵⁴ Meurer, Roberto, and Hoyêdo Nunes Lins. "The effects of the 2014 World Cup and the 2016 Olympic Games on Brazilian international travel receipts." *Tourism economics* 24, no. 4 (2018): 486-491.

service investment. This resulted in the development of a federal public security ministry⁵⁵.

Similarly, Russia was also faced by similar protests and social movements in advancing towards social inclusion and minority rights, however, in small bits. The 2018 World Cup in Russia had little social protests. Russia suppressed LGBT rights and political freedom protests⁵⁶. Human Rights Watch and Amnesty International raised awareness of minority discrimination and political dissident persecution despite the lack of visible social movements⁵⁷. The lack of social movements and protests made it harder for advocacy groups to promote awareness of LGBT rights and political freedom⁵⁸. Despite these hurdles, lobbying initiatives had an influence, with some countries boycotting the event or expressing concerns about human rights in Russia⁵⁹.

2.6 Schematic Presentation of Literature Inclusion

Figure 1 showing schematic literature inclusion criteria



As seen in Figure 1 above, literature A is considered to reflect theme B, if it addresses variable C. This implies that a literature will be included to be reviewed if it reflects on a certain theme in the theoretical concept map in Figure 2 below. Further, for the literature to be considered to reflect that theme, it has to address issues, C, considered to be relevant to that theme.

⁵⁵ Meurer and Lins

⁵⁶ Nooij et al.

⁵⁷ Nooij et al.

⁵⁸ Mikhaylova

⁵⁹ Andersson et al.

Chapter 3.0: Methodology

3.1 Introduction

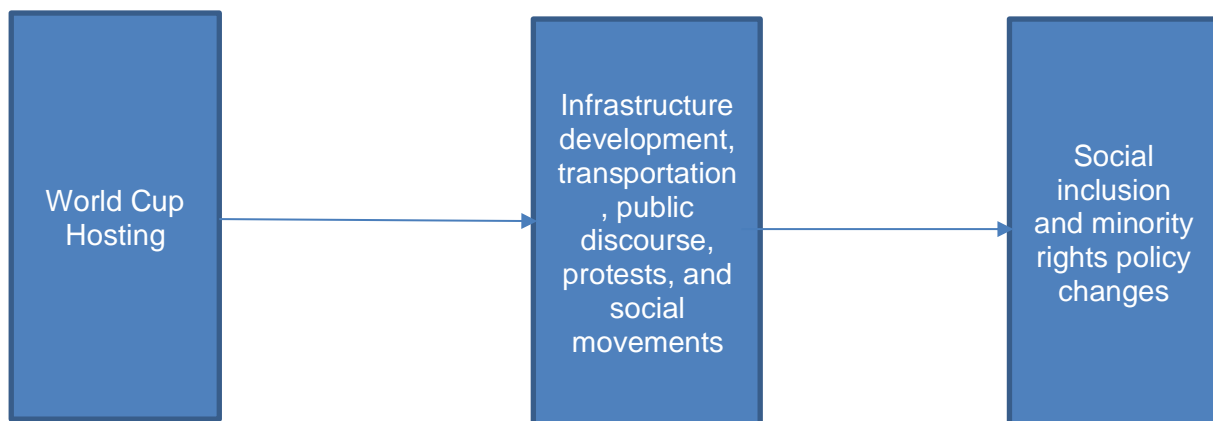
The previous chapter reviewed the existing literature on hosting World Cup and the social inclusion and minority right policies associated with infrastructure development, transportation, public discourse, protests, and social movements in the host countries. This section will discuss the methods that were applied in collecting, analyzing, and presenting data aimed at proving the hypotheses. The section begins with the objective, research design, literature sampling, data collection, and data analysis.

3.2 Research Design

3.2.1 Objective

This research aims to assess the impact of hosting the FIFA World Cup on social inclusion and minority rights policies in South Africa, Brazil, and Russia. The focus will be on infrastructure development, transportation, public discourse, protests, and social movements.

Figure 2 showing the theoretical concepts and operationalization



Social Inclusion

The first theoretical concept in this study is social inclusion. This concept will be operationalized by examining the distribution of benefits from infrastructure and transportation

investments, as well as policy changes aimed at improving social and economic equality for marginalized groups.

Minority Rights

The second theoretical concept in this study is minority rights. This concept will be operationalized by examining policy changes that specifically target the protection and promotion of rights for minority groups, as well as public discourse around these issues during the World Cup.

Public Discourse

A third theoretical concept is the public discourse. This concept will be operationalized by analyzing media coverage, public statements by key stakeholders, and social media activity related to social inclusion and minority rights during the World Cup.

Social Movement

Finally, the protests and social movements forms the third theoretical concept. This concept will be operationalized by collecting data on the number, scale, and focus of protests and social movements related to social inclusion and minority rights during the World Cup.

3.2.2 Hypothesis Testing

The study hypotheses will be tested using thematic analysis. After data is collected from various sources such as peer reviewed articles, the data will be subjected to thematic analysis starting with coding the data. I will familiarize myself with the data and assign codes to them. Thereafter, the codes will be organized into potential themes. The generated themes will be reviewed and refined to match up the study objectives. Further, the refined themes will be defined and named as per the study objectives. The defined themes will be applied to the entire collected data. The resulting pattern and themes will be reviewed and interpreted. The results will be presented to determine the most prevalent themes from the study. Since data will be collected on information regarding the impact of hosting a World Cup on social inclusion and

minority right policies considering infrastructural development, if the themes highlighted in the theoretical concepts fail to emerge from the themes or related themes, that hypothesis will not have met the threshold.

By employing this research design, the study will provide valuable insights into the impact of hosting the FIFA World Cup on social inclusion and minority rights policies in different countries. The comparative case study approach, coupled with a combination of qualitative and quantitative methods, will allow for a comprehensive understanding of the complex relationship between mega-events and social issues.

3.3 Methods

3.3.1 Comparative Case Study

This research will employ a comparative case study approach to analyze the impact of hosting the FIFA World Cup on social inclusion and minority rights policies in South Africa, Brazil, and Russia.

3.3.2 Archival Research

This method will involve analyzing documents, reports, and policy papers to examine changes in social inclusion and minority rights policies before, during, and after the World Cup events in the three countries.

3.3.4 Content Analysis

This method will involve examining media coverage and public discourse related to social inclusion and minority rights during the World Cup events to identify patterns and shifts in narratives.

3.3.5 Statistical Analysis

This method will involve analyzing data on infrastructure development, transportation investments, and protest activities to identify trends and patterns.

3.4 Data Collection

3.4.1 Infrastructure and Transportation Investments

Collect data on the projects implemented during the World Cup, including budgets, target populations, and completion status.

3.4.2 Policy Changes

Collect data on any new policies or amendments related to social inclusion and minority rights enacted during or after the World Cup.

3.4.3 Public Discourse

Collect data from media coverage, public statements, and social media activity during the World Cup events.

3.4.4 Protests and Social Movements

Collect data on the number, scale, and focus of protests and social movements related to social inclusion and minority rights during the World Cup events.

3.5 Data Analysis

3.5.1 Descriptive Analysis

Provide an overview of the infrastructure projects, transportation investments, policy changes, and protest activities in each case study.

3.5.2 Comparative Analysis

Identify similarities and differences between the cases in terms of the impact of hosting the World Cup on social inclusion and minority rights policies.

Chapter 4.0: Empirical Analysis and Discussion

In this section, I will discuss the findings generated from thematic analysis conducted under research design using the data collected. From the generated themes, I will discuss the impact of hosting the World Cup on social inclusion and minority rights policies considering infrastructural development and investment implied. The section begins by discussing the theme of infrastructure development and public transportation. Under this section, the study discusses all findings regarding “infrastructure development initiatives, the impact on public transportation, and accessibility, and challenges and considerations related to hosting a World Cup.” The second theme will be discussed under the theme “Economic impact of hosting a World Cup,” as the third theme being discussed under “Analysis of the impact of hosting a World Cup on social inclusion and minority rights policies.” The final section of this discussion section will entail the theme “Discussion of the role of public discourse, protests, and social movements in influencing policy outcomes in three World Cup hosts.”

4.1 Empirical Findings related to Infrastructure Development and Public Transportation

Empirical findings related to infrastructure development and public transportation in the context of hosting the FIFA World Cup can shed light on the impact of these mega events on social inclusion and minority rights policies. By examining the experiences of South Africa (2010), Brazil (2014), and Russia (2018), we can gain insights into the successes, challenges, and implications of infrastructure development and its relationship with social inclusion and minority rights.

4.1.1 Infrastructure Development Initiatives

Historically, very many spectators attend World Cup games. Since the 1990s, 32 nations take part in the competition. In the previous past, more than 3.6 million spectators attended the 2006 German World Cup, as 3.2 million attended the South African World Cup.

Further, 3.5 million spectators attended the 2014 Brazilian World Cup, as 3.1 million attend the Russian World Cup in 2018. Hosting such global competition comes with intensive infrastructural development to contain the large population preempted. In South Africa, hosting the World Cup prompted significant infrastructure investments, particularly in transportation systems. The Gautrain rapid rail system in Johannesburg and the upgrading of airports and road networks were notable projects⁶⁰. These developments aimed to enhance accessibility and connectivity, benefiting both residents and tourists⁶¹.

Similarly, the World Cup in Brazil led to substantial infrastructure projects, including the expansion and modernization of airports, construction and renovation of stadiums, and improvements in public transportation systems⁶². Notably, the Bus Rapid Transit (BRT) systems in host cities aimed to improve mobility and provide better access to underserved areas. Cities such as Rio de Janeiro, Salvador, and Brasilia introduced BRT systems to fasten transportation.

Further, the World Cup in Russia witnessed substantial infrastructure development, particularly in transportation. Projects included the construction of new stadiums, expansion of airports, and the introduction of improved public transportation systems⁶³. The development of the Moscow Central Circle, a new urban railway line, aimed to enhance connectivity and accessibility for residents and visitors.

4.1.2 Impact on Public Transportation and Accessibility

In South Africa, the Gautrain and other transportation improvements positively impacted accessibility and mobility, benefiting both local communities and visitors during the World Cup. However, the accessibility improvements were primarily focused on host cities,

⁶⁰ Bohlmann et al.

⁶¹ Bohlmann et al.

⁶² Gaffney

⁶³ Lelyukhin.

potentially leaving out marginalized communities in other regions⁶⁴.

The BRT systems implemented in Brazilian host cities aimed to improve public transportation and reduce traffic congestion. While they provided increased accessibility and connectivity for some residents, concerns were raised regarding displacement of communities due to infrastructure projects and the prioritization of transportation investments in affluent areas⁶⁵.

In Russia, the introduction of improved public transportation systems, including enhanced metro networks and express train connections such as in Moscow, Saint Petersburg, and Kazan, aimed to improve accessibility and ease congestion during the World Cup. These developments benefited residents and visitors alike, providing efficient transportation options⁶⁶.

4.1.3 Challenges and Considerations

Despite infrastructure developments, ensuring inclusivity in planning and implementation is essential⁶⁷. Projects should consider the needs of marginalized communities, including access to transportation, employment opportunities, and social services.

Accessibility must be coupled with affordability to ensure that improved transportation benefits all segments of society. Policies should address fare affordability and the accessibility of public transportation for low-income individuals and minority groups⁶⁸.

Infrastructure development should prioritize sustainability, considering environmental impacts and long-term maintenance costs. Integrating sustainable modes of transportation, such as cycling and walking infrastructure, can further enhance accessibility and minimize environmental harm⁶⁹.

⁶⁴ Maennig and Du Plessis.

⁶⁵ Mikhaylova.

⁶⁶ Müller et al. 2018.

⁶⁷ Yahia et al.

⁶⁸ Vierhaus.

⁶⁹ Vierhaus

4.2 Economic Impact of Hosting World Cup

Similar political, economic, and social perspectives have been recorded largely in most of the countries that have hosted the World Cup⁷⁰. Hosting a World Cup can benefit a nation's economy. Tickets, sponsorships, television rights, and tourism can all create cash for the tournament⁷¹. This money can boost hospitality, transportation, and construction industries. FIFA generated more than \$4.9 billion from an investment of \$2.2 billion in the 2014 World Cup in Brazil⁷². The country also generated \$11 billion in economic activity, mostly from infrastructure and tourism⁷³. However, the economic benefits of organizing such a global sporting event are hard to quantify, and there are sometimes questions regarding the long-term sustainability of the tournament's investments. Politically, hosting a World Cup has its repercussions. The event can increase a nation's reputation and pride. As athletes and spectators from around the world celebrate sport and culture, hosting a World Cup can foster diplomacy and collaboration⁷⁴. Nevertheless, there are inherent political risks associated with hosting such an event. If the host country has human rights, corruption, or other political difficulties, the event may draw protests. Russia's invasion of Crimea, LGBT rights, and press freedom caused controversy at the 2018 World Cup⁷⁵. In addition, organizing a World Cup can have major social effects. The competition promotes diversity and inclusiveness⁷⁶ and may promote healthy habits and community engagement. However, there are also social risks involved. Overcrowding and environmental degradation may result from tourist and athlete traffic⁷⁷. If

⁷⁰ Zimbalist, Andrew. *Circus maximus: The economic gamble behind hosting the Olympics and the World Cup*. Brookings Institution Press, 2020.

⁷¹ Dubois, Laurent. *Soccer empire: The World Cup and the future of France*. Univ of California Press, 2010.

⁷² Bowman, William D. *The World Cup as World History*. Rowman & Littlefield Publishers, 2019.

⁷³ Bowman.

⁷⁴ Glanville, Brian. *The Story of the World Cup: The Essential Companion to South Africa 2010*. Faber & Faber, 2010.

⁷⁵ Golovatch, Sergei I., Ilya S. Turbanov, Sergei A. Kapralov, Polina V. Somchenko, and Anastasya A. Turbanova. "New records of millipedes (Diplopoda) from caves in Crimea and the Caucasus." *Invertebrate Zoology* 18, no. 2 (2021): 85-94.

⁷⁶ Golovatch et al.

⁷⁷ Dauncey and Hare.

host country groups are at odds, social instability or bloodshed may occur. In summary, hosting a World Cup can have major economic, political, and social effects⁷⁸. The competition has risks and rewards for the host nation. Thus, host countries must carefully analyze and mitigate the potential negative implications of organizing a World Cup.

Unlike the revenues generated for the World Cup host countries, the winning team makes an equally high profit from these events, which have seen tremendous record earnings from one World Cup to the next. During the World Cup tournament, world-class football teams battle for the ultimate reward every four years. The World Cup champions and other participants receive a lot of money⁷⁹. In the recent years, from 1994, the World Cup in the United States generated up to \$71 million⁸⁰. The winners, Brazil, won \$4 million more than Italy, the runners-up⁸¹. Further, in the 1998 World Cup in France, France was awarded \$6 million, with Brazil coming in the second⁸². Brazil won the 2002 World Cup in South Korea and were awarded \$8 million. The 2006 World Cup in Germany was won by Italy who were awarded \$20 million⁸³. In 2010, Spain were awarded \$30 million for winning the World Cup in South Africa⁸⁴. The prices increased further in 2014 World Cup in Brazil where Germany was awarded \$35 million⁸⁵. The 2018 World Cup awarded France \$38 million for winning the competition, with Croatia coming in second⁸⁶. Finally, the 2022 World Cup saw Argentina win the competition garnering more than \$42 million as the winners⁸⁷. The history of prices won

⁷⁸ Dauncey and Hare.

⁷⁹ Ahlert, Gerd. "Hosting the FIFA World Cup™ Germany 2006: Macroeconomic and regional economic impacts." In *Journal of Convention & Event Tourism*, vol. 8, no. 2, pp. 57-78. Taylor & Francis Group, 2007.

⁸⁰ Grimes Grimes, Warren S. "The FIFA World Cup and Dysfunctional Television Distribution in the United States." *Sw. J. Int'l L.* 21 (2014): 155.

⁸¹ Grimes.

⁸² Szymanski, Stefan, and Bastien Drut. "The Private Benefit of Public Funding: The FIFA World Cup, UEFA European Championship, and Attendance at Host Country League Soccer." *Journal of Sports Economics* 21, no. 7 (2020): 723-745.

⁸³ Szymanski and Drut.

⁸⁴ Szymanski and Drut.

⁸⁵ Bond, Patrick, Ashwin Desai, and Brij Maharaj. "Afterword: World Cup™ profits defeat the poor." *Zuma's own goal: Losing South Africa's "war on poverty"* (2021): 417-432.

⁸⁶ Bond et al.

⁸⁷ Bond et al.

by various winners in the World Cup competitions indicate the level of demand and preparedness a host country is supposed to invest in to attract a larger fan base. More than 3.4 million people attended the 2022 World Cup in Qatar, with more than 1.2 million visitors streaming in the country within the first two weeks of the competition⁸⁸. It is not a norm that such an influx of people visit a country within such a short time span. Therefore, there needed a higher preparation to receive the streaming visitors. The FIFA World Cup in Qatar was the most expensive for fans ever, with a trip costing up to \$20,000 per person⁸⁹. Therefore, every fan who visits the country for the event deserves value for their money.

It is not only the participating teams that generate revenues from the event, but also the event organizers. FIFA have increasingly benefited from planning and executing World Cups. Their revenues have since grown gradually to the \$7.5 billion recorded in Qatar in 2022⁹⁰. Despite this massive profit from the event, FIFA remitted \$1.7 billion to Qatar for hosting the event⁹¹. It is not definitive how much Qatar earned from the event, but the government, through the Ministry of Sports and Youth, estimated a revenue of more than \$17 billion directly related to the event, having spent \$6.5 billion in preparation⁹². FIFA has witnessed an increasing gradual profit increment organizing World Cups since the 1930s. This increasing profitability among other factors have propelled the longevity of this organization, providing extended footballing services to the competing teams globally.

4.2.1 Partial Beneficiaries

In South Africa, World Cup infrastructure expenditures disproportionately benefit privileged groups and areas, aggravating social and economic inequities. New highways and

⁸⁸ Yahia, Imene Ben, and Mohammed Al-Emadi. "Exploring the determinants of 2022 FIFA World Cup attendance in Qatar." *International Journal of Sport Management and Marketing* 18, no. 1-2 (2018): 116-129.

⁸⁹ Yahia and Al-Emadi.

⁹⁰ Yahia and Al-Emadi.

⁹¹ Yahia and Al-Emadi.

⁹² Yahia and Al-Emadi.

train networks assist urban residents, where mobility is already good. Rural communities without transportation infrastructure received little investment⁹³.

In Russia, while these improvements may seem beneficial, it is important to note that the benefits have not been equally distributed across all communities. Many of the improvements have disproportionately benefited privileged groups and regions, exacerbating existing social and economic inequalities⁹⁴. For example, the BRT system was primarily introduced in cities that already had good transportation infrastructure, such as Moscow and Saint Petersburg⁹⁵. This has led to criticism that the improvements are focused on cities that are already prosperous, while more marginalized communities are left behind⁹⁶.

Further, the Russian government was also criticized that the investments in infrastructure development have not been equally distributed across all regions of the country⁹⁷. The majority of the improvements have been focused on the western region of the country, where the majority of World Cup matches were held⁹⁸. This has resulted in further marginalization of communities in the east, who have received little to no benefit from the investments⁹⁹.

In addition, the World Cup has also led to the construction of new stadiums, many of which are located in cities that are already prosperous in Russia. For example, the Saint Petersburg Stadium, which was built for the World Cup, is located in the city center, a prosperous area that has already benefited from significant investment in recent years¹⁰⁰. This

⁹³ Bohlmann, Heinrich R., and Jan H. Van Heerden. "Predicting the economic impact of the 2010 FIFA World Cup on South Africa." *International Journal of sport management and marketing* 3, no. 4 (2008): 383-396.

⁹⁴ Van Reeth, Daam, and Nikita Osokin. "The impact of hosting the 2018 FIFA world cup on differences in TV viewership between seasoned football fans and occasional watchers of football games in Russia." *Journal of Sports Economics* 21, no. 3 (2020): 256-280.

⁹⁵ Van Reeth and Osokin.

⁹⁶ Van Reeth and Osokin.

⁹⁷ Nooij, Michiel De, Marcel van den Berg, and Carl Koopmans. "Bread or games? A social cost–benefit analysis of the World Cup bid of the Netherlands and the winning Russian bid." *Journal of Sports Economics* 14, no. 5 (2013): 521-545.

⁹⁸ Andersson et al.

⁹⁹ Nooij et al.

¹⁰⁰ Wolfe, Sven Daniel. "'For the benefit of our nation': unstable soft power in the 2018 men's World

has led to criticism that the investments in new stadiums have focused on cities that are already wealthy, while more marginalized communities have been left behind¹⁰¹.

In Brazil, one of the most glaring examples of this unequal distribution of benefits is the BRT system in Rio de Janeiro. The system was initially marketed as a way to improve transportation for low-income residents in the city's outskirts¹⁰². However, the reality is that the BRT system primarily serves wealthier areas, while many low-income neighborhoods remain disconnected from the transportation network. Moreover, the construction of the BRT system required the eviction of thousands of residents from their homes, further exacerbating social and economic inequalities¹⁰³.

Another example of how the World Cup exacerbated existing inequalities in Brazil is the construction of new stadiums. The construction of these stadiums was intended to boost the tourism industry and provide new venues for sporting events¹⁰⁴. However, the cost of building these stadiums was exorbitant, with some estimates putting the total cost at over \$3 billion¹⁰⁵. This money could have been invested in social programs to benefit the country's most marginalized populations, but instead, it was spent on flashy new stadiums that have since been largely underutilized¹⁰⁶.

4.2.2 The Economic Impact of Investing in World Cup Infrastructures: The Aftermath

Some World Cup investments are unsustainable. In the three countries, the tournament's new stadiums have become white elephants after the event. This has led in high government maintenance expenses and criticism from individuals who believe the monies could have been better spent on more sustainable and beneficial projects. For instance, South Africa had to

Cup in Russia." *International Journal of Sport Policy and Politics* 12, no. 4 (2020): 545-561.

¹⁰¹ Wolfe.

¹⁰² Biscaia.

¹⁰³ Biscaia.

¹⁰⁴ Nobre, Eduardo Alberto Cusce, ed. *Sports mega-events and urban legacies: the 2014 FIFA World Cup, Brazil*. Springer, 2016.

¹⁰⁵ Nobre.

¹⁰⁶ Nobre

finish transportation systems and infrastructure on schedule and within budget before the World Cup¹⁰⁷. Some developments were delayed and beyond budget, finishing after the event. This reduced the World Cup's overall success and long-term effects¹⁰⁸. Similarly, Russia built several new stadiums for the event. While some of these stadiums are being used today for sports events and concerts, others have become white elephants. For example, the 45,000-seat stadium in Nizhny Novgorod, which was built for the World Cup, has struggled to attract spectators and is now used mostly for lower-level football games¹⁰⁹. In Brazil, the iconic Maracana stadium in Rio de Janeiro, which was renovated for the World Cup at a cost of \$630 million, has been closed several times since the tournament due to financial problems and disputes between the state and private operators¹¹⁰.

4.3 Analysis of the Impact on Social Inclusion and Minority Rights Policies

By considering the experiences of South Africa, Brazil, and Russia, we can assess the extent to which these mega events have contributed to social inclusion and the protection of minority rights.

4.3.1 Enhanced Accessibility and Inclusion

In South Africa, the infrastructure improvements made for the World Cup, particularly in public transportation, aimed to enhance accessibility and inclusivity. The Gautrain and other transportation projects improved mobility and connectivity, benefiting both residents and visitors¹¹¹. Importantly, these improvements reached marginalized communities and they had a lasting impact beyond the event. For instance, the Stadium Approach Roads constructed in Cape Town are still being used to gain access to the city from slums.

¹⁰⁷ Death, Carl. "'Greening' the 2010 FIFA World Cup: Environmental sustainability and the mega-event in South Africa." *Journal of Environmental Policy & Planning* 13, no. 2 (2011): 99-117.

¹⁰⁸ Death.

¹⁰⁹ Mikhaylova, Marina. "Global soft power and local effects of the World Cup in Russia, Brazil, and South Africa." In *Russia and the 2018 FIFA World Cup*, pp. 187-210. Routledge, 2021.

¹¹⁰ Mikhaylova

¹¹¹ Bond

In Brazil, the implementation of Bus Rapid Transit systems in host cities aimed to improve public transportation and accessibility. While these initiatives provided increased mobility and connectivity, concerns were raised about potential displacement of marginalized communities during infrastructure development¹¹². The long-term effects on social inclusion and the protection of minority rights require further examination.

As stated earlier, the Russian government improved public transportation systems, including expanded metro networks and express train connections, aimed to enhance accessibility and ease congestion¹¹³. These developments benefited residents and visitors, contributing to improved mobility and connectivity.

4.3.2 Displacement and Gentrification

In Brazil and South Africa cases, hosting the World Cup has been associated with the displacement of marginalized communities due to infrastructure projects and urban development. Gentrification and rising housing costs have been observed in certain host cities, leading to the exclusion of vulnerable populations. This raises concerns about the potential negative impact on social inclusion and minority rights, as access to affordable housing and essential services may be compromised¹¹⁴.

4.3.3 Public Transportation as a Catalyst for Inclusion

The improvement of public transportation systems can act as a catalyst for social inclusion and the protection of minority rights¹¹⁵. Accessible and affordable transportation enables individuals from diverse backgrounds to access education, employment opportunities, healthcare, and social services. Additionally, inclusive transportation planning that considers the needs of minority groups can help address historical disparities in access and mobility¹¹⁶.

¹¹² Nooij.

¹¹³ Szymanski et al.

¹¹⁴ Matsuoka

¹¹⁵ Knott et al.

¹¹⁶ Lisi.

4.3.4 Role of Public Discourse and Social Movements

Public discourse and social movements surrounding the World Cup have played a crucial role in raising awareness about social inclusion and minority rights. Protests and advocacy efforts have drawn attention to issues such as forced evictions, labor rights, and the rights of marginalized communities. These movements have contributed to public discourse, holding governments and organizing bodies accountable for ensuring social inclusion and the protection¹¹⁷.

4.3.5 Policy Implications

The findings highlight the importance of integrating social inclusion and minority rights considerations into the planning and implementation of infrastructure projects for mega events¹¹⁸. Governments and organizing bodies should prioritize inclusive development, ensuring that the benefits of infrastructure improvements reach all segments of society, including marginalized communities and minority groups.

Stakeholder engagement, community participation, and impact assessments are crucial in mitigating potential negative consequences, such as displacement and gentrification¹¹⁹. Ensuring affordable housing, preserving cultural heritage, and providing access to essential services should be integral to the planning process.

Governments should actively involve civil society organizations, minority representatives, and human rights advocates in decision-making processes related to infrastructure development and public transportation¹²⁰. This collaboration can help address specific needs and challenges faced by marginalized communities.

¹¹⁷ Maennig

¹¹⁸ Müller (2018)

¹¹⁹ Vierhaus

¹²⁰ Dauncey.

4.4 Discussion of the Role of Public Discourse, Protests, and Social Movements in influencing Policy Outcomes

4.4.1 Raising Awareness and Shifting Public Opinion

Public discourse and media coverage generated by protests and social movements raised awareness about social inclusion and minority rights issues. As was seen in the three cases, these movements often highlight injustices, such as forced evictions, labor rights violations, and the neglect of marginalized communities¹²¹. By shedding light on these issues, public opinion were swayed, putting pressure on policymakers and event organizers to address these concerns. Socio-in South Africa, the event provided employment opportunities and boosted tourism, leading to economic growth and development¹²². The positive impact was felt particularly in marginalized communities that were involved in the construction, service, and tourism sectors, creating jobs and generating income. Further, the protests and social movements led to increased awareness about social inclusion and minority rights. As a result, the Brazilian government invested more in social programs and policies aimed at addressing these issues, such as the "Minha Casa Minha Vida" (My House, My Life) program, which focused on providing affordable housing for low-income families.

4.4.2 Pressure for Policy Changes

Protests and social movements exerted significant pressure on governments and organizing bodies to enact policy changes. Through collective action, they demanded improvements in areas such as affordable housing, labor conditions, and the protection of minority rights¹²³. The visibility and public attention garnered by protests during the World Cup pushed policymakers to respond and make necessary reforms to enhance social inclusion.

¹²¹ Bowman.

¹²² Dauncey.

¹²³ Ahlert

4.4.3 Negotiation and Dialogue

Protests and social movements acted as catalysts for dialogue and negotiation between activists, government officials, and event organizers. In some cases, this dialogue can lead to the formation of consultative mechanisms and platforms for stakeholder engagement¹²⁴. Engaging with civil society organizations and minority representatives provided valuable insights and perspectives, leading to policy adjustments and the inclusion of marginalized communities' concerns.

During the preparations for the 2010 FIFA World Cup in South Africa, there were significant negotiations and dialogue with various stakeholders, including civil society organizations and marginalized communities¹²⁵. One notable example was the establishment of the South African World Cup Local Organizing Committee's (LOC) Social Legacy Program. The LOC engaged in extensive consultations with community leaders, activists, and NGOs to identify key social issues and ensure that the event's benefits reached marginalized communities¹²⁶. This dialogue resulted in the development of initiatives aimed at job creation, skills development, and social inclusion.

In Brazil, the 2014 FIFA World Cup was met with protests and social movements expressing concerns over the event's impact on marginalized communities and public spending. As a response, dialogue and negotiation processes were initiated between government officials, event organizers, and representatives of civil society organizations. These discussions led to the creation of platforms for dialogue, such as the World Cup Popular Committee, where community leaders, activists, and NGOs could voice their concerns and propose alternative approaches. The engagement with marginalized communities resulted in increased investment in social programs, urban development projects, and public transportation infrastructure.

¹²⁴ Baade

¹²⁵ Baade

¹²⁶ Ahlert

Ahead of the 2018 FIFA World Cup in Russia, there were concerns about the treatment of marginalized communities, including migrant workers and LGBT+ individuals. Civil society organizations and activists raised these issues and demanded better protections and inclusivity. As a result, dialogue and negotiation processes were initiated between government representatives, event organizers, and human rights organizations. These discussions led to increased efforts to address concerns related to labor rights, ensure the safety and inclusion of LGBT+ fans and participants, and promote diversity and tolerance throughout the event¹²⁷. The engagement with civil society helped shape policies and initiatives aimed at creating a more inclusive and welcoming World Cup environment.

4.4.4 International Attention and Accountability

Protests and social movements during the World Cup attract international attention, putting pressure on governments and organizing bodies to uphold human rights standards. International organizations, NGOs, and the media often highlight human rights issues and use the World Cup as an opportunity to advocate for policy changes¹²⁸. This external pressure contributed to increased accountability and scrutiny of policy outcomes related to social inclusion and minority rights. For instance, in 2010 South African World Cup, the Football for Hope Festival, organized by FIFA and street football world, brought together young people from disadvantaged backgrounds to participate in football and community development programs¹²⁹. The festival aimed to empower these individuals and foster social cohesion, using the World Cup as a catalyst for positive change. Further, the focus on Brazil's social challenges during the World Cup prompted discussions about accountability, leading to pledges for long-term investments in areas such as transportation, education, and healthcare. In Russia, the international organizations, such as Amnesty International, utilized the World Cup as a

¹²⁷ Grimes

¹²⁸ Grimes

¹²⁹ Bohlmann

platform to draw attention to these issues and advocate for improvements¹³⁰. Media coverage and public discourse during the event shed light on the importance of upholding human rights and spurred discussions on the responsibility of organizing bodies to consider social and political contexts when selecting host countries.

4.4.5 Legacy Effects and Policy Reforms

The impact of protests and social movements during the World Cup extends beyond the event itself. They left a lasting legacy by prompting policy reforms and institutional changes. The demands raised during the World Cup paved the way for broader policy improvements in areas such as urban development, affordable housing, labor rights, and community participation. These reforms had positive impact on social inclusion and minority rights in the post-World Cup period.

¹³⁰ Vierhaus

Chapter 5: Conclusion, Recommendations, and Limitations and Suggestions for Further Research

Based on the comparative case study analysis of South Africa (2010), Brazil (2014), and Russia (2018) as host countries for the FIFA World Cup, the summary of findings include infrastructure development and transportation. All three host countries witnessed significant infrastructure development and transportation improvements in preparation for the World Cup. South Africa focused on upgrading transportation networks around stadiums and airports, enhancing accessibility for both residents and visitors. Brazil invested in expanding and modernizing roadways, public transportation systems, and airport facilities to accommodate increased traffic flow. Russia prioritized the development of new stadiums, upgraded transportation systems, and introduced integrated transport systems for smoother travel.

In terms of protests and social movements, protests and social movements played a crucial role in influencing policy changes in all three host countries, addressing various social issues. In South Africa, protests centered around housing rights and community displacement, leading to commitments for affordable housing and prevention of forced evictions. Brazil saw widespread protests regarding labor conditions and workers' rights, resulting in labor reforms and increased regulations to ensure better working conditions. Russia witnessed protests advocating for LGBTQ+ rights and challenging discrimination, initiating dialogues and raising awareness about minority rights.

As far as public discourse and minority rights theme is concerned, public discourse during the World Cup brought attention to minority rights and sparked discussions on inclusion and discrimination. South Africa's World Cup led to public discourse on minority rights, particularly in relation to racial equality and representation. Brazil's World Cup brought attention to issues of social inequality, racial discrimination, and the rights of marginalized communities. Russia's World Cup shed light on LGBTQ+ rights, leading to discussions on

tolerance, discrimination, and the need for greater inclusivity.

The policy changes and legacies findings from this study state that policy changes resulting from the World Cup varied in their long-term impact and sustainability. South Africa implemented measures to provide affordable housing and prevent forced evictions, leaving a lasting legacy of inclusive urban development. Brazil's labor reforms improved working conditions for World Cup-related projects, but further progress is needed to address broader labor issues. Russia's World Cup raised awareness of LGBTQ+ rights but had limited immediate policy changes. However, it initiated discussions and highlighted the need for ongoing efforts to address discrimination.

These findings demonstrate the potential of hosting the World Cup to bring attention to social issues, facilitate policy changes, and promote social inclusion and minority rights. They also highlight the importance of continued efforts beyond the event to ensure long-lasting impacts and address broader societal challenges.

5.1 Recommendations for future World Cup Hosts

Based on the findings of this study regarding the impact of hosting the World Cup on social inclusion and minority rights policies, the following recommendations can be made for future World Cup host countries.

First, prioritize social inclusion. Host countries should prioritize social inclusion as a key objective in their World Cup preparations. This includes considering the needs and rights of marginalized communities and ensuring their participation and representation throughout the planning and decision-making processes.

Secondly, engage in transparent dialogue. Foster open and transparent dialogue with civil society organizations, activists, and affected communities to address their concerns and incorporate their perspectives into policy decisions. This will help mitigate potential conflicts and ensure that policies are responsive to the needs of the local population.

The potential hosts should also invest in sustainable infrastructure. Allocate resources towards sustainable infrastructure development that benefits not only the World Cup but also the long-term needs of the host country and its communities. This includes investments in transportation systems, affordable housing, and public spaces that can be repurposed for the benefit of residents post-event.

The fourth recommendation is that they should ensure workers' rights and fair labor conditions. Establish and enforce stringent labor regulations to protect the rights of workers involved in World Cup-related projects. This includes fair wages, safe working conditions, and the prevention of exploitative practices. Collaborate with labor unions and organizations to monitor compliance and ensure that workers' rights are upheld.

Further, promote minority rights and inclusion. Use the World Cup as an opportunity to promote minority rights, combat discrimination, and enhance inclusivity. Implement policies and initiatives that address the specific needs and challenges faced by marginalized communities, including initiatives to promote diversity, representation, and equal opportunities.

In addition, the hosts should foster public discourse and awareness. Create platforms for public discourse and awareness on social issues during the World Cup. Encourage dialogue on topics such as minority rights, discrimination, and social inclusion through cultural events, educational programs, and public campaigns. This can help foster a more inclusive and tolerant society beyond the tournament.

Establish a legacy plan. Develop a comprehensive legacy plan that outlines how the positive impacts of the World Cup will be sustained post-event. This should include plans for the continued use of infrastructure, ongoing community engagement, and the implementation of long-term social programs that address the identified needs of marginalized communities.

Further, monitor and evaluate Impact. Establish mechanisms to monitor and evaluate

the impact of World Cup-related policies and initiatives on social inclusion and minority rights. Regularly assess progress, identify challenges, and make necessary adjustments to ensure that the desired outcomes are achieved.

By incorporating these recommendations, future World Cup host countries can maximize the positive social impacts of the event and contribute to lasting improvements in social inclusion, minority rights, and overall societal well-being.

5.2 Limitations

First, the findings of this study are based on a specific time period and the experiences of three host countries (South Africa, Brazil, and Russia). Therefore, caution should be exercised in generalizing the results to other host countries or different contexts.

Secondly, the study's findings are dependent on the availability and accessibility of data related to social inclusion, minority rights, and World Cup impacts. Limited data or biased reporting could impact the accuracy and comprehensiveness of the analysis.

Finally, the study primarily focuses on the impact of hosting the World Cup as a single event. It does not extensively explore the long-term effects or sustainability of the policy changes implemented during the World Cup preparations.

5.3 Suggestions for Further Research

It is suggested that a long-term impact should be conducted. Conduct longitudinal studies to assess the long-term impact of World Cup hosting on social inclusion and minority rights policies. This would provide a more comprehensive understanding of the lasting effects of the event beyond the immediate tournament period.

Further studies should also be conducted on specific case studies. Conduct detailed case studies on specific policies implemented during World Cup preparations, focusing on their formulation, implementation, and outcomes. This would provide insights into the effectiveness of targeted policies and their potential for replication in future host countries.

Other mega-events should also be studied. Compare the impacts of hosting other mega-events, such as the Olympics or regional sporting competitions, on social inclusion and minority rights policies. This would allow for a broader understanding of the similarities and differences in policy outcomes across various types of global sporting events.

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