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Project Title: The Development of Urban to Support Sport Tourism in Qatar, A Case Study: West Bay North Beach

ABSTRACT

Sports tourism is identified as travel that involves either watching or participating in a sporting event while remaining outside of the tourists' usual surroundings. Major sporting events, such as the football, Olympic Games and rugby tournaments, have evolved into strong tourism draws in and of themselves, contributing significantly to the host destination's tourism profile. Major Sports event and tourism are intertwined and mutually beneficial. Qatar has host many of mega sport event and next year will host FIFA World Cup 2022. Urban regeneration is one of the benefits of mega event in Qatar. The purpose of this study is to analyze West Bay North Beach Project development that has been launched in April 2021. A total of 15 Arabic and English press content were collected from different websites.

OBJECTIVES

1. To determine the role played by West Bay North Beach in improving the enhance of a tourism.
2. To evaluate the output of West Bay North Beach-launched updates on different spatial dimensions.
3. To assess the impact of West Bay North Beach on tourists to enjoy excellent services.

LITERATURE REVIEW

- Sajahroudi et al. (2013): sports with a natural origin such as swimming, skiing, sailing, diving, surfing require attending at nature and needed physical activities.
- Firooz (1996): nowadays, in terms of human mental needs to go to nature and consider sports done in natural areas, economic progress, job creation, and making appropriate natural areas for tourists can be provided through detailed planning and enjoying the potentials of the natural regions.
- Sajahroudi et al. (2013): beautiful natural scenes such as national parks, wildlife, sea beaches and climates can provide an appropriate opportunity for any country to attract active sport tourists and, as a result, develop sport tourism.
- According to Zauhar (2004): people all over the world are becoming more interested in sports and traveling to specific locations for the pleasures and enjoyments of amateur and/or professional physical activities.
- Essex & Chalkley (1998): mega-sporting event being used in this way, with significant investments in new transportation networks and revitalization of a run-down coastal city, which has a marina, leisure facilities, and attractive sandy beaches.

METHODOLOGY

- To answer these questions a contact analysis was used, examine stories in the sport section of online newspaper, magazine and web media.
- The search has been done on 13 April 2021.
- We include news that has been published from 4th April 2021.
- Only Arabic and English language news were included because of the author's linguistic background.

RESULTS and DISCUSSION

Table 1: News Characteristics

Characteristics	Number of news	
Type of news	Online newspaper: 9	Press release: 5
	Magazine: 1	
Languages	Arabic: 7	English:8
Date of release	4th April: 7	5th April: 3
	10th April: 4	12th April:1

- 15-news online website.
- Nine were published in an online newspaper.
- Five press releases.
- One in a magazine.
- Seven news were in Arabic and 8 English.
- Majority published on the 4th of April, followed by the 10th of April.
- Few on the 5th and 12th of April 2021 (see Table 1).

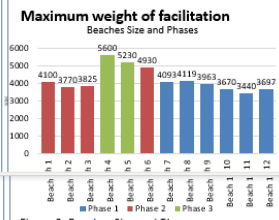

Figure 2: Beaches Size and Phases
Source: The Public Works Authority "Ashghal".

- 12 beaches operate by hotels in one area.
- Project contains three phases: First phase includes open beach number 7 to beach number 12 , which are now open.
- Second phase contains beaches number 1 to 3 and beach number 6 and will be open in second quartiles of 2021.
- Third phase includes beaches number 4 and 5, and it will be available in 2023 (see figure 2).

Cycling and walking path

- Length of two-kilometer cycle path.
- Distinctive and high-tech lighting network along the walkway of 1.5 km length and 8 meters width, including security cameras to improve beach safety, with value of 24-hour Wi-Fi.

Accessibility, Managing time, Transportation

- Just 10 minutes from the West Bay Metro Station and close to a variety of famous shopping malls, parks, and hotels.
- Access public transit across 36 stations, with buses running every 12 minutes from 6 a.m. to 9 p.m.
- In addition, to different types of parking: car, bike and special needs parking.

RESULTS and DISCUSSION

Figure 3: Types of Parking
Source: The Public Works Authority "Ashghal".

- 305 or 76% car parking.
- 60 or 15% parking spots for bicycles.
- 35 or 9 % parking spots for people with special needs.

CONCLUSION

The West Bay North Beach Project is planned to become a major new sport tourist attraction. The Committee hopes to create a unique tourist destination in Doha Downtown by establishing a linked network of public and commercial activities in the city, as well as connecting it to the surrounding areas through public transportation, pedestrian paths, and cycling lanes from the Corniche to Lusail. The limitation of the study is a few information has been published about the project.

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