Tourism Development during the World Cup (Qatar 2022) using Smart Wristbands and Electronic Applications

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Dedication and Thanks

To Qatar, Glory, Pride, and Land of Creativity and Innovation

His Highness Sheikh Tamim bin Hamad Al Thani

To my dear parents, words cannot express my great love for you. You are the key to my success and excellence.

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Summary

The importance of this research is to try to promote tourism before, during, and after Qatar hosts the World Cup 2022. This research provides a proposal to promote tourism through the implementation of several procedures, including smart wristbands, and mobile applications for all the tourism, entertainment, and service places that serve the Qatari community as well as the visitors at any time. In this regard, it can be said that this proposal includes smart wristbands, and mobile applications which will greatly contribute to the promotion of this matter as well as it being a Qatari product which will highlight the cultural interface of the Qatari youth to the world.

The students who helped with this research used several tools, including observation, interviews, questionnaires, and their own experiences in order to gather data and identify the importance of this proposal to the Qatari community. A sample of the community was selected, where some of the school's students, the surrounding environment, and parents were selected to present the proposal to, carry out an experiment on the designed application using the assistance tools (smart wristband) and whether this application is an addition to efforts of organizing the World Cup. The reactions of students and the surrounding community either through the use of the trial application or through the questionnaire are all positive as well as offering other suggestions to develop the used application, which was created specifically to serve the research idea.

The most amazing finding of the research are the Qatari community's need to professionally implement this trial design of the proposed application and the smart wristband presented by Supreme Committee for Delivery & Legacy Officers, to guests of World Cup. The research and the possibility of being applied in general in the Qatari community was discussed in the internal research exhibition of the school.

First: Feeling

Problem Feeling: “Kadoura” is saying, today we are witnessing an information and communications technology revolution resulted in a new community with new needs created new concepts which the development is considered the most important pillar and aimed at advance progress. The development is a national policy rather than individual efforts and initiatives that must be regulated by programs and policies at specific times. The information technology is at the heart of other community events such as social and cultural activities and education, training, health, population, management, documentation and heritage conservation activities, which will contribute to the building of e-government applications. (Kadoura, 2017, Page 18).

This is confirmed and agreed by “Shahed” who is saying that one of the manifestations of this era is the spreading of smart phones, which is accompanied by compulsory not optionally, the electronic applications, which have become an essential part of individual life. (Hamed, 2017, Page 2).

1. Problem Identification:
The information has a special role and importance in our modern life, whether individuals, communities, institutions or countries. The information has an effective and influential role in planning, decision-making and taking at all levels and in all fields.
The characteristics of the information era are the achievement of decisions and plans, the speed of work completion, facilitation and interaction between different activities and events. (Shahin, 2000, Page 15).

Therefore, the problem of the search is the extent to which the electronic application accompanying the smart wristband can be activated during Qatar 2022 World Cup in promoting tourism in Qatar and providing high quality services to Qatari community as well as visitors during the World Cup. Thus, the current question is, can an electronic application and a smart wristband provide quality services to visitors and promote tourism in general in Qatar during World Cup 2022 event?
2. Research Importance: The research derives its importance from the importance of the same topic it discussed for being provide an important proposal of two important sectors of the State (Sport, Tourism), especially since Qatar won World Cup 2022 for the first time in the history of the Arab world, which requires the solidarity of its people to provide distinguished services of modern face to the guests in front of world. Therefore, there is an urgent need to search for work mechanisms and tools to provide high quality services to individuals, whether citizens, residents or visitors. Therefore, the research team imagined the case during World Cup and all concerted effort required at this time. There will be no urgent and more insistence need than provision of all services to the public in an easy and affordable manner makes Qatar World Cup a distinguished event to all the world’s fans with a good impact reflects Qatar's wonderful image in front of world.

Research Objectives:
1. To provide a variety of tourism and sports services through providing a free application used with a smart wristband to serve the public during the World Cup events.
2. To utilize information technology in sports facilities and various events through electronic applications.
3. To promote tourism through launching an electronic application defines the tourist with places, parks and service sectors in the State.
4. To provide assistance service to those who are disabled (deaf, dumb, disabled and blind) in providing their various needs during the World Cup events such as booking seats, commenting in sign language, transportation, facilities of their presence to move from place to another in the stadiums and their most prominent services.
5. To try to achieve Sheikh Tamim’s statement, “Qatar deserves the best of its people” through providing a proposal to serve both the Ministries of Tourism and Sports.

Second: Imagination
1. Proposed Solutions
The information and communication technology involves a variety of modern methods and techniques used to simplify a particular activity and to upgrade its performance (Ibrahim & Fawzi, 2010, Page 275). Hence, the research team continued to imagine the case during the World Cup events and the services volume that the State pays attention to through launching websites including the following:
   • A World Cup fan site includes sports stadiums sites and matches times.
   • A site contains hotels, archaeological sites and public parks data.
   • To design an application used through a smart wristband connects the individual to all state services whether security, tourism, or sports.

To choose the right solution: Based on the study and discussion of the previous solutions, the research team found the following solution:
   • The research team decided to choose the third solution, which is to try to design a multilingual electronic application contains more than one interface and include Doha hotels data, sports stadiums, parks, beaches, free and security services and other services, health services and emergency numbers. The wristband will be used with this application, where the tourist wears when coming to Qatar and when arriving at Hamad International Airport provide him with this wristband or on Qatar Airways board, the official sponsor of the World Cup. This wristband contains a bar code includes all tourist data (name, nationality, health data such as blood type or suffering from chronic illness, telephone line registration and place of staying, etc.).
Third: Action:
  1. Procedures:
Research Methodology: The idea of research is based on providing a proposal to make a free application helps those coming to Qatar during World Cup events to follow the dates and events of the World Cup as well as providing guidance services for tourism and hotels places in the State of Qatar. Thus, the experimental method was used to carry out an experiment on the effectiveness of this application and smart wristband in providing all possible guidance services for guests of the World Cup.

| Hypothesis: To use the smart wristband through an electronic application will help in providing quality services to the World Cup audience |

![Diagram 1: Research Method Steps](image)

2. Community: The experiment was carried out on the students of Ahmad Mansour Primary School for Boys grade 5 and 6, in addition to the community surrounding the school (Al Dafna district).
3. Data Collection Tools:
   1. Observation: Through the observation and follow-up of the research team to the activity of Supreme Committee for Delivery & Legacy, it did not recognize the presence of an application includes services provided by the proposed application used as a guide for tourists in the World Cup.
   2. Interview: The research team (students, supervisor) met some representatives of Supreme Committee for Delivery & Legacy. The proposal was presented to them for being represents an original approach in the work of the Committee. It may be within the interest of Supreme Committee for Delivery & Legacy, since it might be a small model and a promising proposal if the Committee accepted the idea.
3. Experiment:
   a. Experiment Preparation: Some wristbands were provided; a bar code was created for those hand-worn wristbands and an electronic sticker was pasted as an initial idea to apply the proposal to a sample of students. In addition, an electronic application was created works in parallel with the wristband, it was designed, chose its interface and all its services and functions through the intellectual property of the research team.
   b. Experiment Implementation: (October, November, December 2018, January 2019). The research team presented the application and the smart wristband to a group of students and explained how to use it. Then a questionnaire was distributed on the most important observations and suggestions that students believe are necessary to implement this proposal in addition to some sample of the community surrounding the school (Al Dafna).

2. Data Analysis and Discussion:
After the research team experimented the application and the smart wristband and using the questionnaire tool to monitor the views of the sample, the results were as follows:
1. First: 5 grade students:
Data of student satisfaction measurement and the need of Qatari community to apply were as follows:

<table>
<thead>
<tr>
<th>S/N</th>
<th>5 grade students</th>
<th>Students No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5 grade/2</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>5 grade/5</td>
<td>70</td>
</tr>
<tr>
<td>3</td>
<td>5 grade/7</td>
<td>24</td>
</tr>
</tbody>
</table>

2. Second: 6 grade students: Data of student satisfaction measurement and the need of Qatari community to apply were as follows:

<table>
<thead>
<tr>
<th>S/N</th>
<th>6 grade students</th>
<th>Students No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6 grade/2</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>6 grade/5</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>6 grade/7</td>
<td>25</td>
</tr>
</tbody>
</table>

The previous results show that the acceptance of the sample for an electronic application proposal and the use of smart wristband is more than 90% of the total sample, where the application and the idea of using the wristband in knowing many services and tourism places during the World Cup in in Qatar 2022 is highly acclaimed by a large segment of the community on which the questionnaire is applied.

3. Conclusions and Recommendations:
The research findings proved the following:

- Providing an electronic application and a smart wristband for use during World Cup in Qatar 2022 is required and represents a trend in Qatar youth's vision of taking responsibility for their country and the world in accordance with Qatar Strategy and Vision 2030.
- The possibility of implementation of the application as one of the means that can contribute to the success of the World Cup 2022 event.

Based on the above mentioned, the research team recommends studying the possibility of implementing and creating the electronic application and smart wristband by the sports and tourism authorities and agencies in Qatar, which is considered an important step in achieving one of the gains of Qatar Football World Cup in 2022, as well as achieving the wish of Sheikh Tamim on the saying of Qatar deserves the best and commented that it is more correct to write “Qatar deserves the best of its people.” For reviewing the search attachments, please click on the following link:

Fourth: Participation:
In order to make the benefit more prevalent, the research participated in the internal exhibition of research. Parents were then invited, as well as addressing and visiting the concerned authorities (Supreme Committee for Delivery & Legacy) to assist and advise on the implementation of this project. The school management also supported the implementation of this proposal. The research team uploaded a video showing the steps and procedures of the research on YouTube on the Internet.
References

- Shahed Tariq Hamed (2017). The reality of user interfaces design in smart phone applications. Amman: Middle East University.
- Nashat Khalil Kadoura (2017). Information and Communication Technology Sector Contribution to the process. Gaza: Islamic University, Faculty of Commerce.