



## Stenden University Qatar

### Research Seminar 1

Dr. Dan Musinguzi

Assistant Professor

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### Leveraging the 2022 FIFA World Cup to Promote Green and Active Living: A Qualitative Inquiry

#### Abstract

Mega sporting events have been leveraged to boost economic and infrastructure development in many host nations. The topic of leveraging events is extensively investigated, but no studies exist on leveraging the World Cup to promote green and active living in the hydrocarbon-dependent and rich economies of the world like Qatar.

In order to bridge this knowledge gap, researchers at Stenden University Qatar and Edinburgh Napier University conducted research on how the 2022 FIFA World Cup can be used to promote green and active living in Qatar. A multiple stakeholder approach was used.

In this research seminar, Dr. Dan Musinguzi will present and discuss the major qualitative findings about the local meaning of green and active living, opportunities for and key barriers to the promotion of green and active living.

#### Biography

Dr. Dan Musinguzi holds a PhD in Tourism Management, a Master's degree in Heritage and Cultural Management, and a Bachelor's (Honors) degree in Tourism. His research interests are tourism impacts, residents' attitudes and perceptions to tourism, pro-poor tourism, sustainable tourism, cultural heritage preservation, tourism planning and development, leveraging sporting events, service quality in tourism, and knowledge development. He is an active reviewer of research manuscripts for tourism journals and conferences.

Date: 18 May 2016 (4-5pm)

Venue: Room 200, Stenden University Qatar