

**SPORTS DIPLOMACY: MEANS TO ENGAGE, INFORM AND
INFLUENCE**

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LETTER OF RECOMMENDATION

I certify that this dissertation entitled “SPORTS DIPLOMACY: MEANS TO ENGAGE, INFORM AND INFLUENCE” was prepared by PRACHANDA GIRI under my supervision. I hereby recommend this dissertation for final examination to the Research Committee of Department in International Relations and Diplomacy, Tribhuvan University, in fulfillment of the requirements for the Degree of MASTER’S IN INTERNATIONAL RELATIONS AND DIPLOMACY.

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Asst. Prof. APEKSHYA SHAH

Supervisor

Date: January 2020

DECLARATION

I hereby declare that this dissertation is my own work and that it contains no materials previously published. I have not used its materials for the award of any kind and any other degree. Where author's sources of information have been used, they have been acknowledged.

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ABSTRACT

This thesis aims to prove sports diplomacy as an authentic field of study in international relations. Moreover, it will argue that the use of sports diplomacy by countries will facilitate in contentious relationships and also restoration of their frozen diplomatic relations. Sports diplomacy being a new field of study in international relations, it has gained its fair amount of criticism regarding the mixture of sports and diplomacy. Of course this field has its limitations and restrictions as well and it is equally crucial to note that criticism is not unsupported or unjustified. More importantly, there's certainly a dispute that sports in its fine competitive form seems illogical to what actually diplomacy stands for. However, this thesis will try to dismiss the belief or argument that arises and illustrates, through various fine instances, that sports and diplomacy together can bring concrete and positive results when a suitable and appropriate environment is developed and nurtured. With a range of factors from strong leadership to a suitable political environment within the countries that are engaged or involved, sports diplomacy has established to have the qualities and attributes of breaking frozen diplomatic relations and standoffs.

Likewise, this thesis will further investigate how sports have long been utilized for diplomatic purposes, including international boycotts, national propaganda, and as a platform to promote civil rights. More importantly, this thesis will also explore how International sporting competition is perceived increasingly as an ideal channel for nations, regions and cities to share their identities, their merits and brands with the rest of the world.

Contents

LETTER OF RECOMMENDATION	i
DECLARATION	ii
Acknowledgements	iii
ABSTRACT	iv
List of Abbreviations	ix
Chapter 1: Introduction	1
1.1 Background	1
1.2 Statement of the Problem	3
1.3 Research Questions	4
1.4 Objectives of the Study	4
1.5 Significance of the Study	5
1.6 Delimitation	5
1.7 Conceptual Framework	6
Chapter 2: Literature Review	7
2.1 Cricket Diplomacy	16
2.2 Sport as an Instrument of Diplomacy	18
2.3 Mega Sport Event as a Powerful or Unique Form of Soft Power diplomacy	21
Chapter 3: Conceptual Framework and Methodology	27
3.1 Conceptual Framework	27
3.2 Research Design	28
3.3 Data Collection Method	28
3.4 Data Analysis	29
Chapter 4: Sport & International Affairs	30
4.1 How Sport Can Engage Countries	31
4.2 How Sport Can Influence Countries	31
4.3 How Sport Can Inform Other Countries	33
4.4 How Cricket Engages and Influences Two Rival Countries	37
Chapter 5: Sport and Diplomacy	39
5.1 Sport as an Instrument of Diplomacy	39

5.2 How Sport was Utilized for Diplomatic Purposes	42
Chapter 6: Sport Mega Events and Soft Power of Diplomacy	45
6.1 Significance of Mega Sport Event.....	45
6.2 Sports and Mega Sport Event Equally Important for Emerging States and Small States.....	47
6.3 Mega Sport event for non-state actor	49
Chapter 7: Summary and Conclusion.....	51
References.....	53

List of Abbreviations

UEFA	The Union of European Football Associations
AFC	Asian Football Confederation
SAG	South Asian Games
FIFA	Federation International de Football Association
WWII	World War Second
USSR	Union of Soviet Socialist Republics
USA	United States of America
ITTF	International Table Tennis Federation
ICC	International Cricket Council
IOC	International Olympics Committee
UK	United Kingdom
UNICEF	United Nation Children's Fund
MUFC	Manchester United Football Club
SAARC	South Asian Association for Regional Cooperation
FDI	Foreign Direct Investment

Chapter 1: Introduction

1.1 Background

States and governments are strongly focused towards having or maintaining smooth and peaceful relation with other nations so that governments could achieve their national interest. Diplomacy is the means through which governments conduct their affairs to ensure peaceful relation with other independent states. Furthermore, it also denotes to various strategies through which an independent state relates to other independent state for its bilateral relation and other international organizations in order to achieve its national interests. Besides, safeguarding the interest of countries is one of the main tasks of individual diplomatic services. It concerns as much the promotion of political, economic, cultural or scientific relations as it does international commitment to defend human rights or the peaceful settlement of disputes.

Diplomacy can be conducted in both bilateral and multilateral contexts. Bilateral diplomacy is mainly used to describe the relation between two independent States, while multilateral diplomacy engages relations between several States often within the institutionalized setting of an international organization.

After the end of the Cold War, the philosophy of international relation has strongly made diplomacy a crucial instrument of power politics and in spreading the ideology of a country. International political scene has been completely changed after the end of the Cold War. Moreover, today we are witnessing the swing of the civilizational pattern, which not only affects the major units of world polities, but also gives rise to new actors.

Since diplomacy has been a significant and crucial element and instrument in international affairs for power politics and ideologies, states usually have appropriate diplomatic

strategies to choose from and make best decisions for the interests of the nation. All diplomatic concept should be unified into various courses such as the economic, legal, political, historical and even geographical and social and cultural course. The evolutionary progression of diplomacy has shaped considerable number of forms, some of which are the result of present-day requirements. One form of diplomacy that has attracted great interest, both in terms of international practice and the academic field, is Sport Diplomacy. Sports diplomacy is one of the substantial forms of diplomacy where a nation or government use sport as a political tool for enhancement (Padhi, 2011). However, sometimes political tool might worsen the diplomatic relations between two countries. Sports diplomacy has been taken way beyond its competition as nation can have implications for the overall affairs and relations. Even though the definition of sport diplomacy pulls great attention to issues and relations between states, it also offers and provides possibility for exploring the actions of domestic and international non-state actors, and can be investigated how sport is used as a tool of diplomacy in relation to the target and objectives of the state or states concerned.

In recent time, Sports Diplomacy has appeared as a crucial part of governments and nations to develop and to strengthen their relations between countries. The universal passion shown by the people for sports is the main doorway for Sports diplomacy to surpass linguistic and sociocultural variances and bring people together.

Sports diplomacy exchange carried out by various countries boosts exchange of dialogue and understands cultural differences among the people throughout the world. The use of sports during international exchange assists people to learn about culture and languages and at the same time it also offers an opportunity to create a link with sports professionals.

Acknowledging the importance and the rise of sport diplomacy, this thesis examines whether sports diplomacy provides a practical opportunity to inform, engage and influence the whole world or not. Moreover, this dissertation is organized into seven chapters. In second chapter, literature is reviewed and third chapter discusses about the methodologies used in this research. Chapter four, five and six are the finding of the thesis and chapter six talks about summary and conclusion.

1.2 Statement of the Problem

Sports diplomacy is gradually significant aspect of diplomatic practices and is strongly growing part of the global sports industry. Although it has been growing its importance and developing its growth, the relationship between international sport and diplomacy seems familiar but relatively it is under-explored area (Murray & Pigman, 2014). Furthermore, Sport is a universal language and plays a unique role in shaping and showcasing nation's identity, values and culture.

Sport is often believed to be free of politics as the values of sport and as a universal language it facilitates to build trust and bring people together. Also, Avery Brundage, former president of the International Olympics Committee, once stated that, "sports are completely free of politics." (Guttman, 1984, p.195). History, however exposes that sports have long been operated for diplomatic purposes, including national propaganda, to promote civil rights and for international boycotts. More importantly, sports have been time and again used as a diplomatic and political tool as sports-diplomacy at this juncture is relatively considered as the power to persuade and attract. Moreover, International sporting competition is perceived increasingly as

an ideal channel for nations, regions and cities to share their identities, their merits and ‘brands’ with the rest of the world (Pigman & Rofe, 2014).

With this background in mind, the thesis will strive to analyze and examine whether sport is completely free of politics or not. Also, thesis will investigate how sports diplomacy is proven successful and also investigates how international sport event is viewed as practical opportunity and a unique form of soft power that can inform, engage and influence the whole world.

1.3 Research Questions

- I. How can sport inform, engage and influence the global arena and external actors?
- II. How can sport be an instrument of diplomacy and how it has been utilized for diplomatic purposes after 1945?
- III. Are mega international sport events introducing and substantiating a unique form of soft power diplomacy?

1.4 Objectives of the Study

The following objectives will be specific objectives of the study:

- I. To assess how sport can be considered as a tool to inform, engage and influence the global arena and external actors
- II. To examine how sport can be as an instrument of diplomacy & how it has been utilizing for diplomatic purposes especially after 1945

- III. To investigate how international sport or mega sport events hosting is introducing and substantiating as a unique form of soft power diplomacy

1.5 Significance of the Study

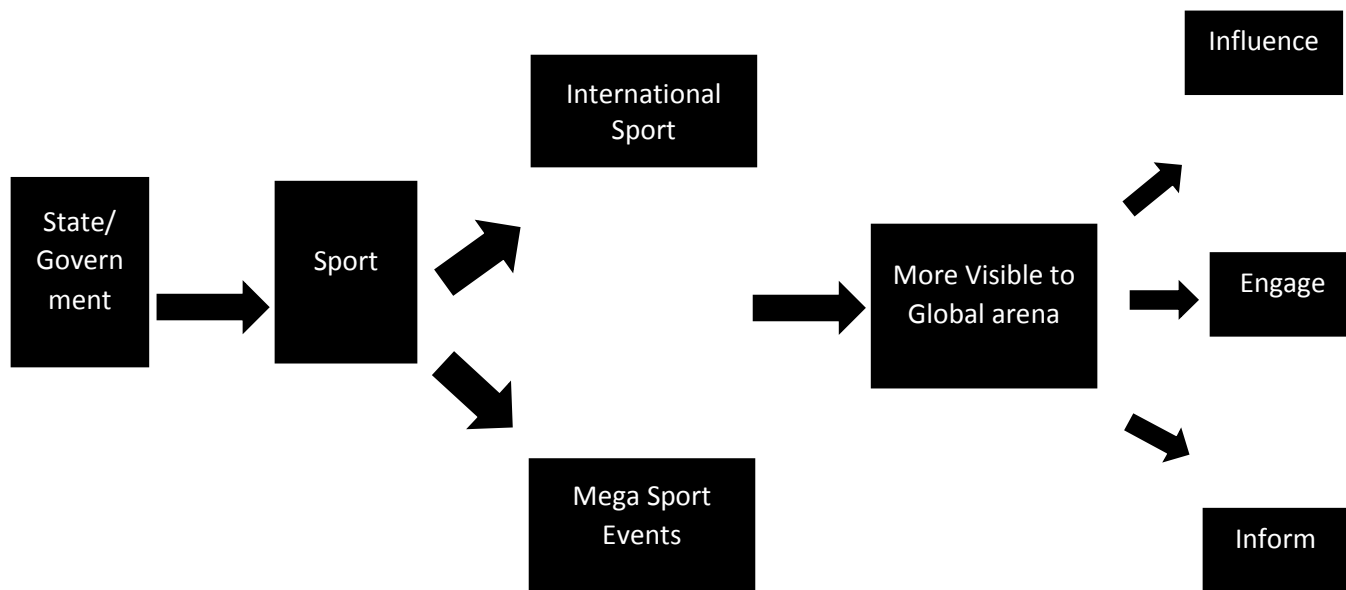
In this global world, nations have been strongly focused on various activities to achieve their national interests. One of the activities of nations is building relationship between international sport and diplomacy. Nations might be strongly emphasizing on the sport and its importance on building relation with the other nation but it seems like sport and diplomacy still is under explored area. Through this study, one can access how sport can be considered as a tool to inform, engage and influence the global arena and external actors, how sport can be as an instrument of diplomacy and how international sport or mega sport events hosting is introducing and substantiating as a unique form of soft power diplomacy.

1.6 Delimitation

Over the decades, there has been long running relationship between sport and international politics. According to Hardman (2018), Sport and politics often collide, and leaders increases their efforts to harness the role of sport in furthering their national interests. With this in mind, the research will limit its focus mainly on the major sporting events after Second World War (1945) as research will try to investigate how sport has been used to shape the international politics and how it is being powerful tool for diplomacy for the governments to pursue their national interest.

The study will be mainly based on the published and unpublished secondary data made after 1945.

1.7 Conceptual Framework



Chapter 2: Literature Review

Diplomacy refers to the means by which Country or States across the world carry out or conduct their affairs in order to ensure and guarantee peaceful relations. According to Samad (2017), Diplomacy can be considered as an art of negotiation that can be used as a tool to have successful communications outside the influence of the user. Furthermore, it also refers to the various strategies pursued by an independent state with other states and also with non-state actors like international organizations mainly to achieve its national interests. Also, one of the significant activities of diplomatic services is to protect the national interests of their respective countries abroad (Swiss FDFA, 2008).

Over the decades, the relationship between international politics and sport has been long running. The relationship between sports and politics are interconnected as sports have often used for political purposes. According to Goldberg (2000), whether it is amateurism vs professionalism, communism vs capitalism, integration vs segregation or nationalism vs internationalism, political conflict has long appeared in sports. Goldberg further argues that sports was considered as assumed ideological dimension during twentieth century and mainly during cold war. For instance, 1936 Berlin Summer Olympic Games was used by Adolf Hitler as a stage to attempt to legitimize the Nazi regime and to authenticate the regime through the victory of the German athletes. Goldberg further adds athletic competition was strongly used to promote ideologies of the country. For example, communist nations used sport to promote relation with procommunist countries as they believe sports were the only medium through which communist country like China and USSR were able to compete with economically advanced nations.

Roger LeVemore and Adrian Budd in their book 'Sport and International Relations' argued that sport has often considered as a significant vehicle through which states accord recognition. Roger LeVemore and Adrian Budd (2004, p.21), "the case for many African states, which often only register a 'positive' and successful image in the international community by doing well at international sporting events". For Example, Senegal during 2002 FIFA World Cup reached quarterfinal and was successful in demolishing the stereotyped as a backward, traditional society through its intelligent and successful football performance.

Moreover, sport not only bring together but also can be used as a punitive tool as there was football war during 1969 world cup tournament between El Salvador and Honduras as disturbances occurred after a match that resulted to a four-day armed conflict between the two countries (Mabillard 2012). Armed conflict not only disturbed their bilateral relation but also led to disturbances in the diplomatic relations between the two countries. According to Association for diplomatic studies and training (1998), El Salvador took back step from their all diplomatic ties with Honduras as Honduras government was unsuccessful to take any effective measures to take action against the crimes which found genocide. This proves that, sports have been time and again used to shape the diplomatic relations and bring nations together but on other side, it can also be used as a punitive tool to show anger towards each other.

According to Griffin (2014), until 1950s, Ping-Pong play had been driven forward by individuals, and was obsessives with personal plans for world domination. Griffin further adds China started seeing sports as politics by other means just like fellow communists. More importantly, Griffin further argued that sports were taken as means of entertainment in the west

but in China sports were not seen as entertainment, sport was taken as a war played for the world revolution and also to spread communism throughout the world. Sakakibara (2014) argues that ping pong diplomacy addresses the deep connection that facilitated to build the bridge between east and west. From ping-pong diplomacy, it can be considered that sport is powerful tool that can be time and again used by the states in order to shape the frozen relations between two nations. Sport can sometimes be a powerful tool of soft power for states (Mabillard, 2012).

Furthermore, range of states are using sport to enhance their image and boost nationalism, or show their disapproval towards other countries policies. Such disapproval is best expressed through the boycott of the sporting events, especially in the context of the Cold War. Sport was again used during Moscow Olympics in 1980 in which United States did not participated. Boycott by United States was mainly a protest against the Soviet invasion of Afghanistan in 1979 (Mabillard, 2012). In return, USSR also boycotted Los Angeles Olympics in which China for the first time took part in the Olympics since 1952. Since United States and USSR main players in the Cold War, sports were mainly used to show their revenge against each other.

Nelson Mandela once said the following about sports: “Sport has the power to change the world; it has the power to inspire; it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers” (Zirin, 2013) The 1995 Rugby World Cup represented that opportunity for Mandela to solidify the idea of the rainbow nation where White and Black South Africans could peacefully co-exist.

Furthermore, sport consists of various aspects that facilitates in determining the potentiality as a political instrument. Sanders (2011) claimed that sport is one of the powerful and gigantic mediums for the states and non-state actors to spread information, relationships and reputations. Sanders went on to particularize two influential reasons that could signify a valuable resource to have diplomatic relations between the countries or to develop policies supported by governmental and nongovernmental organizations: first, the sporting industry makes unthinkable amounts of money and second, it is an industry with the unique capacity to reach large audiences around the world more than politics or even movies can. For example, during Olympics 2008 in which Beijing was the host city but faced many critics from the west due to Tibet repression. Despite having the range of criticism, China was positive to display an image of China as a rising, modern and economic power house to the whole world through sport as according to Sanders (2011) sports facilitates to reach large number of audiences.

According to Gonesh and Melissen (2005), worldwide audience delivers a chance for national branding and commercial product of the host nation. More importantly, “increasing visibility on the international stage can give diplomatic representation a more comfortable starting point” (Gonesh & Melissen 2005, p.18). Owing to above argument made by Gonesh and Melissen (2005), it was spot on that China powerfully operated the Olympics 2008 hosting as an best occasion to boost their visibility and to portray their best image to the world.

According to Houlihan (1994), there are few areas where international politics and sports traditionally overlap, few areas are; ideology, diplomacy, nation-building, access and money. Despite getting overlapped with few areas, sport is unused and low risk means to practice diplomacy. Houlihan (1994) investigated that international sporting offers governments high

profile resources for publicizing international issues or policy with low cost. According to the investigation carried by Jackson (2013), sports has been a central social practice and institution as it attracts large and passionately devoted audiences and it is cheap to produce compared to other relative types of media programming and television networks.

Jackson further elaborated that positive image of nation is strongly associated with sports. First of all, national Olympic committees inside IOC has 203 nations which is eleven more nations compared to the United Nation (UN) national members. This data itself demonstrates the importance and possible strategic worth that countries can use sport as an instrument of diplomacy and international relations. Secondly, relating to the earlier point, Mega Sport events attract huge spectators, that facilitates in creating big stage which demonstrates the ideology and nationalism of the host nation on one hand, and on other hand it also shows that basis of wealth generation of the country (Horne, 2006; Horne and Manzenreiter, 2006; Jackson and Scherer, 2013). Thirdly, sports are one of the few instances in the whole world where athletes and sports professionals are enthusiastically employed from one country to another. It is not only employed but also rewarded with national identity as well (Jackson and Haigh, 2009).

Jackson (2013) claimed that diplomatic probable of sport should neither exaggerate nor minimize but rather try to recognize the nature and effects of its use with respect to diplomacy. Jackson has challenged government to consider diplomacy within sport, diplomacy for sport and diplomacy through sport. Various examples can be taken to portray the potential of sport to promote dialogue, friendship, interaction, cooperation and even temporary peace. According to Jackson, successful hosting of sporting event can be one of the significant examples that shows the potential of sport. Infamous 1971 China-US ping-pong diplomacy is another example that

Jackson is mentioning in his research that successfully engaged two countries during cold war. Relation to previous point, Sport is seen as a frequently used for diplomatic purposes by nations as an instrument of soft power that involves interconnecting forms of diplomacy (Jackson, 2013)

Stuart Murray (2011) argues that sports diplomacy involves sporting occasion and sports professionals and athletes to inform and engage and produce a promising image in the international stage, audiences and organisations, to outline their insights that assists to achieve their government's foreign policy goals. Murray further enlarges that the image of the country change from irrelevant and hermetic to effective and innovative if the country employs sports as subsidiary means to foreign policy of the country. Furthermore, sport and sporting institutions are increasing in scope, power and appeal. As Murray claimed there is almost no one against sports which facilitates to increase the power and scope. Publics are more likely to be engaged by soft power overtures from nations, such as cultural or sporting exchanges than through hard power diplomacy (Murray, 2011). If the diplomatic message and image is beautifully designed confident about the sporting values then, the belief and view of the global audiences can be altered significantly. For instances, 2008 Olympic was beautifully crafted and designed and were confident to deliver the positive image of economic and modern powerhouse that significantly altered the view of the foreign publics. According to the Former United States Ambassador to Denmark, H.E. Jim Cain, to build and improve relationship between the countries, sports can be one of the powerful means despite the ethnic and culture differences.

In the age of information and technology, sports have become commanding tool and instrument of foreign policy with its undisputable worldly appeal as the audiences are more focused on the soft power such as cultural and sporting exchanges programs. Walters (2007),

argued cultural and sporting exchanges provides real benefits as it often has sharing the experiences rather than focusing on who wins or who loses.

The universal passion shown by the people for sports is the main doorway for Sports diplomacy to surpass linguistic and sociocultural variances and bring people together (US Department of State, 2019). Walters (2007), claimed that budget for sport programs and sport grants in United States has increased heavily within just five years. In recent times US has considered sports as one of the entrances to involve with non-elite Muslim youth across Africa, the Middle East, and South Asia. These are the areas that were untouched by United States in terms of cultural and sporting exchange. Walters further argues that interest and appreciation of the citizens towards that sports must be considered in order to make sporting exchange one of the best methods. More importantly, athletes before and after the match shaking hands and event share their meals together which shows respect for diversity, teamwork, dialogue and leadership (Walters, 2007). Interaction by one athlete with other different country athletes offers great chance to learn about their life in their country and about their culture which portrays sport diplomacy is diplomacy at its best.

Sports can be used to give political message and also as a punitive tool. According to the study done by Murray and Pigman (2014), sporting event or sport athletes can be used to augment a foreign policy message, to give political message and also to bridge bitter relationship. For examples ban placed on apartheid regime South Africa and Olympic boycott by US and USSR during cold war can be suitable example to Murray and Pigman's argument.

According to Stuart Murray sport diplomacy is facilitated by traditional diplomacy that uses sporting event or sport people to inform, engage and to create suitable image among foreign

publics. The image of the country change from irrelevant and hermetic to effective and innovative if the country employs sports as subsidiary means to foreign policy of the country. Geoffrey Pigman and Stuart Murray (2014), highlights two of the primary reasons why sports diplomacy should grow in relevance: one is because of the globalization which has made events more visible to the publics and another is significance of soft power since the end of cold war. International sporting event is seeming progressively as a perfect doorway for countries and governments to display their identities, ideologies and brands throughout the world (Pigman & Rofe, 2014).

When examining the systems where diplomacy and international sport meet, Rofe and Pigman (2014), differentiate two different categories; first, a more traditional kind which perceives sports and sports professional deliberately hired by governments to strengthen a diplomatic message and diplomatic relation to either cool down the heated tensions between countries or to bring the possible policy change. Second is according to Rofe and Pigman (2014) the international sport as diplomacy which includes the effects of both international sport on diplomacy and the specialized diplomacy of international sport where the diplomatic activities that occur to make international sporting competition possible.

The end of cold war brought new world order in the world. The world order changed from bi-polar to uni-polar and years later uni-polar to multi-polar. Due to this change in order, governments were compelled to adapt new order and keep their diplomatic instructions and strategies current and approachable to the foreign publics and also maintaining the effectiveness. According to Sanders (2011), sports diplomacy represents unique global platform as it facilitates to spread information, reputations and relationship that are essence of public diplomacy. The For

sports the audience size heavily exceed compared to the audience of those of any other subject matter, including political news and the movies. Due to respect and prominence that are given by global audience to the athletes, nations and governments have identified the significance of involving popular and retired athletes in their diplomatic efforts. Athletes are revered by a loyal fandom who are always attentive to their every move. Therefore, popular athletes have been employed by governments and International organizations as an unofficial ambassador.

Hosting various sporting events by Qatar significantly proves that Qatar is increasing its effort to raise its diplomatic profile. President of International Table Tennis Federation (ITTF) Adham Sharara claimed that sport has been time and again used in peace initiatives which brings representatives from various countries together and play together under the atmosphere of peace and understanding (Taipei, 2011). Sporting event hosted by Qatar significantly proves that the country is trying to inform the global arena sport can be important instrument of diplomacy that can assist in raising its diplomatic profile. After their successful bid, there were numerous skepticisms regarding the mega even hosting as Qatar is one of the world's smallest states, has got little football history and displays burning climates (Brannagan & Giulianotti, 2015). Brannagan & Giulianotti (2015) further claimed that for the authorities of Qatar, the hosting of the mega tournament has been seen as a fundamental force of the nation's wider international strategy.

Furthermore, nations through sports not only develops the relation between them but also brings rival nations closer that can break their frozen relation. According to Rich (2018), the

delegations of South and North Korea marched under one flag that personified the hopes of peninsula that was separated by ideologies and history. Rice further argued that unified women ice hockey team of North and South Korea for the winter Olympics offers hope of a breakthrough stressed geopolitical standoff that has created fears of nuclear conflict.

Even the President of South Korea took this unified team as central effort to proactively engage North Korea that can persuade to enter into the negotiations to reduce its ballistic and nuclear missile activities (Rich, 2018). Unified team of ice hockey from North and South Korea can be considered as a symbol of the quick diplomatic progress catalyzed by the Winter Games (The Straits Times 2019). With both the countries subject to various international sanctions due to nuclear and ballistic missile activities, sport is one of the limited scopes where real co-operation is possible between the two countries.

2.1 Cricket Diplomacy

Sport often provides space to the countries to take a step for diplomatic engagement between the two countries that are often engaged in conflicts and various military violence and conflicts. According to Showkat (2013), Cricket diplomacy comprises of cricket game as a political means to improve or deteriorate the diplomatic relations between two cricket playing nations. Even though sport is time and again taken as solely entertainment purpose, sports remain to show an important part in the relations between nations (Park, 2017). For instance, the cricket match between the two rival nation India and Pakistan is one of the most famous and anticipated sporting events, the heads of state or government exchange their visits during the match which provides the opportunities for cricket diplomacy. According to Croft (2005), Cricket has been considered as crucial element to improve the situation or condition between Pakistan and India.

Showkat (2013) claimed that the Indo-Pak relations have gone through various diplomatic tensions and pressures where cricket proved to be an important link between them and the people of the both countries usually used to meet on the cricket grounds and stadiums even in the bitter days of their history.

Showkat (2013) further argues that India and Pakistan cricket match holds the attention of large numbers of people in both countries and conveys to them simple and highly symbolic messages. High level sporting match such as India Pakistan cricket match is indistinctly connected with the both the countries' politics. Cricket diplomacy can be an effective point for the forward foreign policy and the ties are channelized at not just the diplomatic level but at the grassroots level as well (Showkat, 2013). Cricket diplomacy is an encouraging and optimistic step, that allows both authorities to give visit the opposite nation and improve the diplomatic relation between the Asia's two nuclear powers.

Exchanging visits, meeting and sharing a dialogue between the officials have been carried out during the cricket matches in the past. Cricket has been used to create a space for political dialogue (Mabillar 2012). For instances, Mumbai (2008) bomb incident and the dissimilarity about the Kashmir region increased tension between the two powerful nation. In 2011, Mr. Singh and Pakistani PM Gilani shared a dialogue and had a discussion to ice-break their frozen relation at the World Cup semi-final 2011, which contributed to a decrease the ongoing aggression. According to Showkat (2013), two high level officials meeting at the World cup Cricket match caused in beginning of peace talks between two rival countries and Pakistani government also decided to free an Indian national who was in Pakistani Prison for 27 years as

an alleged spy. Showkat (2013) further claimed that, sport can change the fate of the country and its citizens.

Despite having high politics problems between two countries and having difficult times to find other ways to deal with high politics problems, cricket has facilitated to bring them together and has been playing significant role to reduce their tension as well. Furthermore, Showkat (2013) also argued that cricket diplomacy is often seen as positive step or move where the authorities of both the countries have a chance to visit opposition nation and develop the relation and also to use as an ice-breakers for discussions.

2.2 Sport as an Instrument of Diplomacy

Traditional diplomacy has various scopes ranging from negotiation, distribution and gathering information, illustration of favorable image to reducing the friction in international relation. International sport provides opportunities for governments to show their ideology to the world and also to portray their athletic competence (Murray & Pigman, 2014). Countries are well conscious about the power of the large audiences and have been gaining their attention towards sporting events. With the power of large masses, sporting athletes can be employed or hired to expand a foreign policy message. Likewise, bitter diplomatic relationships or frozen relations can be connected through sport. For instances, USA withdrew the 1980 Olympics held in Moscow, and in return Soviet Union refused to involve in the 1984 Los Angeles Olympic. This picture clearly demonstrates sports diplomacy plays a major part in the international life of governments (Murray & Pigman, 2014).

According to Xiao (2018), through sports a country can direct greater political goals and also give space to have interface between the two argumentative nations. Trunkos & Heere

(2017) has claimed that through sports the sport hosting country can educate audiences about the nation's resources and can attract foreign direct investments, foreign students and can share the ideologies of the event hosting nation.

Also, sport has been significant instrument to reduce the political cultural and linguistic differences. According to Trunkos & Heere (2017) the hosting nation and the spectators may have linguistic and cultural gulfs but the spectators does not care about the differences or the gap as they big heartily supports the nation or the athletes. Trunkos & Heere (2017) further argued that President Obama's visit to Cuba in 2016 can be one of the perfect examples that was used to reconnect the diplomatic relations of two nations and also took massive step to connect the political and ideological differences between United States and Cuban.

Furthermore, sport ambassadors employed or hired by states and non-states actors facilitates to develop awareness among the audiences. According to Keck (2013), China hired David Beckham as their ambassador for the Chinese Super League and the Youth Football Program in China to portray positive image of Chinese football and to restructure and rebuild the footballing image.

Not only states but non-states actors as well use athletes to promote their goals and vision. According to Trunkos & Heere (2017), engaging individual sport athletes over the politicians or diplomats deliver strong advantage to the government as sporting athletes are well liked and well admired by the people. For instance, UNICEF appointed David Beckham as their goodwill Ambassador on 2005 with a special focus on the organization's sports development programme (UNICEF 2018).

Trunkos & Heere (2017) claimed that hosting mega sport events by a country provides strong space for creating a legacy. Trunkos & Heere (2017) further claimed that positive hosting of sporting event can be a delightful chance for the country that are trying to improve the image in the global world. For instance, tour de France is one of the oldest sport events in the world which is best viewed from the air, and it provides the fantastic views of landscapes, towns, historic cities of the country to the audiences.

According to Castro (2018), Russia also hoped to boost its soft power and aimed to portray favorable image to the global world through mega sport events such as Olympics or FIFA World cup. Castro (2018) further argued that country's interest to host mega events shows that sports and its events are increasingly being crucial element of diplomacy. Indeed, "international sport and sport mega-events have become coveted prizes in the quest for global visibility and marketing power" (Black & Peacock 2013, p. 541). More importantly, Castro (2018) elaborated that the Mega sport event can be used to amaze the world through sports and to inform the global world that nation about the soft power. On the other hand, Grix and Kramareva (2015) claimed that the mega sport event was a part of wider soft power strategy used by nation in order to possess both hard and soft power resources.

Trunkos & Heere (2017) argued that sports have been crucial instrument to attract the attention of large number of people which includes political leaders as well. So, for the new nation it can be a great platform to fight for its political independence. Trunkos & Heere (2017) further claimed that international sport federations often offer the opportunity for territories that have the ambition to become independent nation-states. Due to political negotiations and the

IOC's (International Olympic Committee) decision in 1980, the sporting teams of Taiwan are permitted to participate under the Chinese Taipei flag.

2.3 Mega Sport Event as a Powerful or Unique Form of Soft Power diplomacy

Mega sport event such as FIFA World Cup, Olympics, Regional games such as South Asian Games, Asian Federation Cup, Copa America, Euro Cup and African Cup are viewed by large number of viewer where the nation can take advantage to portray its positive image among the viewers. Trunkos & Heere (2017) has claimed that through sports the host nation can educate people about the nation's resources and can encourage foreign direct investments, foreign students and can spread the political ideologies of the host nation and can influence the foreign public.

Hayes and karamichas (2012) argued that Mega Sport are political and economic event. Jackson (2013), elaborated that nation compete so strongly to secure sport hosting event because of the enormous economic impact through tourism and trade opportunities and of the legacy of new infrastructure development, not to mention the unrivalled global media coverage that will maximize nation brand exposure.

Jackson (2013) further added that South Africa hosting FIFA 2010 was an opportunity to demonstrate new South Africa as a nation of progress, a tourist destination and a wonderful place for FDIs. Mega sport event is expedient way to attract media interest in a host city which will assist to translate into an arrival of capital through tourism and new investment (Nauright, 2004).

According to Horne (2007), mega sport event are large scale cultural events that have dramatic character, mass popular appeal and international significance. Horne (2007), elaborated that there are mainly two feature of mega sport event, first, that they host city will have massive consequences, and second, that there will be strong media coverage. Likewise, for Robert (2004) mega sport event provides the ability to transmit promotional message to billions of people through television and telecommunications.

Japanese showed incredible display of sportsmanship in the world cup as they remained in the stadium to clean after Japan's game. Sporting events are particularly attractive as they can evoke powerful imagery and produce emotional responses from spectators (Nauright, 2004). According to Molloy (2018), after the victory over the Colombia, Japanese fans stayed in the stadium to clean up rubbish that for sure inspired the other nation. Molloy (2018), further argued that cleanliness is a significant part of Japanese culture and the Japanese have shown their wonderful culture and their image of the country through the sports to the rest of the world. As there were millions of viewers, the positive image of Japan was seen by rest of the world and also been an example true sportsmanship to the other. Likewise, Illmer (2018) also argued that World cup bring many countries together and fans get a wonderful opportunity to learn and exchange the culture just like the Japanese portrayed its wonderful culture of cleanliness.

Sports and Mega sports event have not only been significant and crucial for the states but also has been equally important to the non-state actors. Non-state actors like UNICEF have time and again used Mega sport event to spread the message or to aware people through sports as mega sport event are watched by millions of people. UNICEF partners with ICC (International Cricket Council) in order to deliver their campaign 'One Day for Children' at England vs India's

Cricket match during the World Cup 2019 (UNICEF, 2019). UNICEF (2019) further explained that the one day for children campaign will be experienced by large number of people throughout the globe through sport and raise fund so that the children can ensure chance to play, learn and be healthy.

2.4 Sport event hosting equally important for small states as well?

Sport diplomacy has been one of the crucial elements for the big nation to achieve their aims and objectives. According to Jessica (2010), Mega Sport Event hosting typically been hosted by the advanced industrial states as it needs high cost for bidding and for technical requirements however, it has been increasingly earned by the developing nations.

Acknowledging the importance of the ping-pong diplomacy during 1971, it can be considered as one of the great examples that can be portrayed to determine the importance of sport diplomacy or sport as instrument of diplomacy for the big nations. From this ping-pong diplomacy, it can be considered that sport is powerful tool that can be time and again used by the states in order to shape the frozen relations between two nations. Sport can sometimes be a powerful tool of soft power for states (Mabillard, 2012).

Big nations have wonderfully utilized sport as a crucial tool for diplomacy. As Mabillard (2012) elaborated that Sport can sometimes be a powerful tool of soft power for states, it has been quite powerful tool for big nations from the above-mentioned cases. Although the sport has been heavily used as a tool for diplomacy by big nations, in recent years small states also seems to seek attention in using sport as a crucial diplomatic tool with the cases of South Africa hosting FIFA World Cup 2010, Brazil hosting FIFA World Cup 2014 and Olympic 2016 and Qatar

winning the bid to host FIFA World Cup 2022 as they will be first ever country in Middle east to host FIFA World Cup 2022 and one of the smallest country to do it.

Qatar has been focusing on sport to showcase its global objectives as the nation has successfully won the bid for 2022 FIFA World Cup Hosting and are also in prime position to make a new Olympics bid (Taipei, 2011). Sport offers an arena for countries to compete with each other in a global sporting arms race to gain international prestige by means other than military and economic power (Reiche, 2014). After the successful bid of Qatar, there were numerous skepticisms regarding the mega even hosting as Qatar is one of the world's smallest states, has got little football history and displays burning climates (Brannagan & Giulianotti, 2015). Brannagan & Giulianotti (2015) further claimed that for the authorities of Qatar, the hosting of the mega tournament has been seen as a fundamental force of the nation's wider international strategy. Reiche (2014) argued that the FIFA World Cup 2022 hosting will provide them international prestige, national unity and improving the country's infrastructure. Organizing mega sporting events and investing into elite sport successes can be a vehicle to global recognition and to achieve geopolitical goals. Whereas other countries that were recently heavily investing into the sport sector, such as Brazil and South Africa, aim to become a regional power, in the case of it is Qatar more a matter of national security than of becoming a regional powerhouse, a role that is already with Iran and Saudi Arabia (Reiche, 2014). According to Chen (2008, p.6) "Mega-sporting events provide immediate access to a global market of viewers from which the host nation can project images and knowledge to people of all nations of its culture and society and showcase the economic, political, and cultural power or as a signal that a country has arrived as a major figure on the international scene".

Likewise, South Africa who successfully hosted the Sports Mega Event FIFA World Cup 2010 strongly perceived the importance of mega sport event in their continent which not only developed their economic growth but also showed the whole country that how much rich they are in natural beauties and resources. According to Jessica (2010), mega sport events have been strongly acknowledged as the tool to communicate with the international community. Jessica (2010) further argued that 2010 FIFA World Cup in South Africa was not only about the football tournament but it was more about the transformation that the South African nations had in recent years from apartheid's spatial legacies. Several reasons have been exhibited by South Africa in order to compete or challenge to host the mega sport event, from portraying themselves to the global world to strengthening their national identity. Also, inclusive growth and human development are other reason that South Africa has focused which would be embraced through Mega Sport Event (Jessica, 2010). According to Oosterbaan (2013), Mega events are short-term events with long-term consequences for cities that host them. The consequences are usually seen in terms of the country's tourism and economic impact.

According to Oosterbaan (2013) Cities will go under a massive transformation in order to attract new sources of funding and employment creation. The globalization of the economy caused greater intercity competition in which cities seek a competitive edge. With the economy more globalized, mega-events have become a tool to strive to greater economic development (Smyth, 1994 cited in Oosterbaan, 2013). Oosterbaan (2013), further argued that South Africa believed that FIFA World Cup 2010 will be a vehicle for fast tracking development of cities, tourism and economy. According to Prinsloo (2010), the FIFA World Cup pumped the economy and also developed favorable environment for direct foreign investment and tourism growth. Furthermore, McGhee (2010) claimed that World Cup hosting boosted South Africa's economy

by €330 million and attracted more than 309,000 visitors from the survey that was conducted by South African Tourism and the National Department of Tourism.

Nepal was the host nation for the 13th South Asian Games (SAG) that operated from December 1 to 10, 2019. Acharya (2019) claimed that through this regional meet, Nepal will try its best to portray the diversity of Nepal, history, its culture and tradition. More than 5,000 delegates will be attending the regional meet including 2,715 athletes who are participating in 26 various sports disciplines. According to Anam (2019), due to a continuous stand-off between two of its nuclear superpowers, regional political platform (SAARC) has lost much of its relevance. Therefore, South Asian games regional meet remains one of the important platforms for the nations to improve their relationship, cooperation and coordination among each other. Besides that, Nepal will also focus on promoting tourism through this South Asian mega sport event by portraying its major tourist attractions and tourist destination as massive tourism event 'Visit Nepal 2020' is knocking on the door. According to Fourie and Santana-Gallego (2011), mega sport event strongly promotes tourism however, it varies depending on the type of mega event, participating nations and also event held during the peak season or off season.

Chapter 3: Conceptual Framework and Methodology

3.1 Conceptual Framework

Mega Sport event such as FIFA World Cup, Cricket World Cup, Olympics, Regional Games (South Asian Games, Asian Federation Cup, Copa America, Euro Cup and African Cup) that were once limited to small number of viewers are now witnessed by millions. Due to large number of viewers in global arena, nation can strongly take wonderful opportunity to display or project its image among the viewers as well as to other government to influence, inform and engage in the relations. Furthermore, through sports the host nation can educate people about the nation's resources and can encourage foreign direct investments, foreign students and can spread the political ideologies of the host nation and can influence the foreign public. Not only industrial nation, but also emerging countries like South Africa, Brazil and Qatar are winning the bid to host such Mega events.

Moreover, emerging countries going head to head with powerful industrial state to win the bid to host the event shows that the large number of audiences is not only crucial for big industrial states but also important for the government of emerging nations to influence, inform and engage other state and government. Besides that, countries with the help of mega sport events and international sports seek to portray their positive image and also demonstrate their ideologies among the global world. More importantly, governments spend large amount in order to attract foreign peoples through public diplomacy but governments through mega sport event hosting and international sports where the audiences will in large number can easily attract FDIs, international tourist, international students and influence foreign publics. Therefore, government can kill two birds with a stone through sports events and international sports.

3.2 Research Design

The dissertation strived to analyze and examine how sport was considered as a powerful instrument of diplomacy after World War II and more importantly after Cold War and investigated how international sport event is viewed as practical opportunity and a unique form of non-traditional diplomacy that can inform, engage and influence the whole world. In this regard, the research engaged major sport events that took place after second World War and most of the international sport and mega sport events such as world cup, Olympics and Regional games. Main focus was made on the major sporting events after second World War and post-cold war as these events formed the foundation for the analysis for the dissertation.

The methodology applied to this dissertation will be qualitative in nature. The major sporting events such as FIFA World Cup, Olympics, Cricket World Cup, regional games and other sporting leagues will be thoroughly looked. Furthermore, looking after the sporting events after World War II will facilitate to know whether sports can influence, engage and inform the global arena and also will assist to investigate whether sport can be an instrument of diplomacy or not.

3.3 Data Collection Method

The dissertation was based on the Secondary data collection as Scholarly articles, writings related to the research subject; and articles relating to sport diplomacy was the dominant source of analysis. Scholarly articles and writing mainly on the sporting events after World War II will be collected and will be strongly used as data.

3.4 Data Analysis

The data analysis of the dissertation was based on descriptive/analytical method. The collected secondary data relating to sport diplomacy and sporting event after the World War II is based on analytical method.

Chapter 4: Sport & International Affairs

Sports and international political relationship have been going simultaneously over the centuries. To strengthen the relation between states, sports has looked as a crucial part of countries. Sport is often considered as a universal language and plays significant role in portraying nation's values, culture, tradition and identity. Furthermore, competitions, teamwork and fair play are the core values of sport that strongly facilitates to build trust between countries and also to bring people together. Also, Avery Brundage who was the former president of the International Olympics Committee, once stated that, "sports are completely free of politics". If we see only the values of sports, it is free of politics as it is universal passion and language to transcend linguistic and socio-cultural differences and bring people together.

However, owing to Hardman's statement, Sport and politics often collide, and leaders increase their efforts to connect the role of sport in achieving their national interest. Besides that, sport has also been used to shape the international relations and also bilateral relations. Likewise, history also reveals that sports have long been utilized for diplomatic purposes, including international boycotts, national propaganda and to bring awareness among people. More importantly, sports have been time and again used as a diplomatic and political tool as sports-diplomacy has the power to persuade and attract. Moreover, International sporting event is supposed increasingly as a crucial way or path for countries to show their image, ideologies and brands with the rest of the world. More importantly, sport has not only been used to shape the international politics or affairs but also has been used by the nations to inform, influence and engage the global world.

4.1 How Sport Can Engage Countries

Ping-Pong diplomacy which is one of the crucial moments in cold war which primarily developed the relation between two different ideologies nations on opposite sides during cold war through the use of sports. It was particularly designed to resolve the issues between two countries who were on opposite sides during the cold war. The ping-pong diplomacy not only foster the ice breaking relation but also created doorways for formal diplomatic relations. The ping-pong diplomacy was one of the significant examples and proof that sport can be used to engage two nation into formal relation. According to Huang (2008), in ping-pong diplomacy, the American ping-pong team was invited by their Chinese counterparts for a tour in China. USA-China relation developed after an opportune meeting between the flamboyant American player and three-time Chinese world champion. Ping pong diplomacy further established a proposal that was unified by the Mao and Nixon government. It proved to be a vehicle to examine whether the people of both the countries accept initiating the formal diplomatic relation as it was frozen by the cold war adversaries. Furthermore, Ping-Pong diplomacy cemented the doorway for National Security Adviser of United States Henry Kissinger's July 1971 visit and President Richard Nixon in February 1972. Ping pong diplomacy resulted in first ever United States President to visit China. From this ping-pong diplomacy, it can be considered that sport is powerful tool that can be time and again used by the states in order to shape the frozen relations between two nations.

4.2 How Sport Can Influence Countries

With sports being a universal language and with its solid values it enables to develop trust and bring people together. Nelson Mandela saw the value in sports and used this value as an opportunity to change South Africa and unite people. Sport was often taken as a competition but

Mandela went beyond competition and proved it is can be lot more than competition. It was not that easy for Mandela to use sport to unite South Africa as they were banned from Olympics from 1964 to1992. Mandela wonderfully displayed how sport can influence the people and engages them towards the same goal. Besides that, it also created national unity among the people of South Africa through the Rugby World Cup. After the apartheid's spatial legacies, it was very difficult for the South Africans to have national unity and national identity. More importantly, Nelson Mandela's step to unify people of South Africa was the preliminarystages towards the renovation of South Africa after apartheid's spatial legacies.

Likewise, sport was again the main focus in connecting the two greats Asian power house Japan and South Korea in 2002. The FIFA World Cup was mutually hosted by Japan and South Korea that powerfully became a catalyst in their freezing relation. Japanese Prince Takamado joined the opening ceremony of the tournament in hosted city of South Korea. The visit of Prince to South Korea was first ever official visit by Japanese Imperial family since World War II. The 2002 world cup joint host between two countries was initial to many more step to move forward together and also torefining the relation between Japan and South Korea. This is one of the significant examples that sport does improves the frozen relation between nations and facilitates in moving forward together. Furthermore, sport also creates a way or suitable environment for an unofficial reason and destination for international leaders and politicians to initiate a dialogue when they meet.

Asian sports have provided golden opportunity for crucial justification of development in many Asian countries. All of the big nation mainly in East Asia desired to host a major international sporting event particularly, the Olympics 1964 hosted by Japan as an appearance of

their arrival on the global stage after devastating World War II. The 1964 Tokyo Olympic was in various ways to display Japan is back as a world player, similarly South Korea in the same way justified though sport hosting the 1988 Seoul Olympics 24 years later. Everyone can imagine same ambitions when China hosted 2008 Beijing Olympics. For Asia, the sporting tournament hosting is much more becoming a mark of modernity.

Correspondingly, Sporting events have also facilitated Asian Countries lubricant the wheels of diplomacy and enable engagement with other countries. Table tennis game played between China and US famously known as Ping Pong diplomacy is strongly considered as a high-profile event that developed a gateway for greater dialogue between the two big countries.

4.3 How Sport Can Inform Other Countries

The countries through sports not only involve other nations for bilateral relation and for multilateral relations but also used to inform about their nation, tradition, infrastructure, history and traditions. Hosting nations will have great opportunity in portraying countries best picture to attract foreign audiences. With the help of great technology, large number of people can view sporting events and many other tournaments. The competitions also offer news and information about the country, such as infrastructure, major attractions traditions, history and culture to the viewers. Mega-events such as the World Cup, Olympics and other regional games are witnessed throughout the world, not only on T.V but also circulated via YouTube and various social media channels. If countries can educate global audiences about a nation's tourist destination and about the resources through sports then countries can take advantage in various ways, encouraging tourism, foreign-directed investment, and foreign students.

Also, nation can share their political ideology which can influence both the foreign public and the leaders. The opening ceremony of Beijing Olympic 2008 had amazing opening which was planned by the most successful film director of China Zhang Yimou. During the opening, there were eighty world leaders present in the ceremony, among them US President George W Bush and Russian Prime Minister Vladimir Putin also attended. Since, sports are viewed or witnessed by millions around the world, FIFA World Cup, Olympics and other Mega sport event are easily targeted by nations to inform the rest of the world about their image.

Not only China, Russia as well used hosting mega sport event as their top priority to show its favorable image to the globalized world. Russia also hoped to boost its soft power and aimed to portray favorable image to the global world through mega sport events such as Olympics or FIFA World cup. Country's interest to host mega events shows that sports and its events are progressively being vital element of diplomacy. Indeed, international sport and sport mega-events have become desired flagships in the race for visibility and marketing power globally. The 2014 Winter Olympics was big occasion for Putin to display Russia as a power house to the whole world. More importantly, the Sochi Winter Olympics hosted by Putin's government in 2014 to influence and attract the world through sports. It was also to tell the world that Russia was back on track and also back on the role of global power.

Likewise, the states also try to decrease their ongoing pressure or rivalry by manipulating the rival nations and appealing them through sports. The Peace and Sport Foundation, in cooperation with the International Table Tennis Federation (ITTF) and the host country Qatar, organized one day table tennis match where both Koreas, India and Pakistan paired together in doubles aiming peace and reducing tension between the rival countries. This move by Qatar was

also denoted as Ping-Pong diplomacy version 2.0 acknowledging the importance of Pin-Pong Diplomacy 1971. Again, sport was in mainstream to reduce reveries and tension between the countries. These types of competition created or developed where the rival countries are paired together in order to ice-breaker their frozen relation.

Iran was also listed in ping-pong version 2.0 where US was also one of the teams but Iran withdrew without any explanation. These kind of hosting by Qatar expressively proves that Qatar is growing its effort to increase its diplomatic profile. President of International Table Tennis Federation (ITTF) Adham Sharara claimed that sport has been time and again used in peace initiatives which brings representatives from various countries together and play together under the atmosphere of peace and understanding. Ping-pong diplomacy 2.0 signifies that rival countries have also participated in the tournament putting sport and peace ahead of any political differences. The event hosted by Qatar significantly proves that the country is trying to inform the global arena sport can be important instrument of diplomacy that can assist in raising its diplomatic profile as well as to showcase its global objectives. More importantly, for the representatives of Qatar, the various sporting event hosting of the mega tournament has been taken or considered or seen as a central force of the country's wider international strategy. These kind of sports event in recent times proves that nations through sports are influencing, engaging and informing the global world and improving their international relations.

Furthermore, nations through sports not only develops the relations between them but also brings rival nations closer that can break their frozen relation and creates a way for the leaders to have a meeting as well. Through the use of sport and through its universal language, even rival countries come together and share the values of sports. For instance, whole world

might not have predicted that south and north Korea will be linking together and marching together under one flag but in 2018 PyeongChang Winter Olympic Games, North and South Korea announced a unified women's hockey team for the Games. The delegations of South and North Korea marched under one flag that embodied the hopes of peninsula which was separated by ideologies and history. The unified women ice hockey team of North and South Korea for the winter Olympics gives rays of hope of a breakthrough strained geopolitical standoff that has given space for fears of nuclear conflict. This unified team Of North and South Korea on one hand significantly proves that indeed, Sport is believed to be free of politics. The values of sport that facilitates to develop trust and also bring people together despite the ideologies and politics. It proves that many negotiations, many mediators could not engage them or bring them together but sport did. It engaged both the rival nation which facilitated them to come up with same team for Women's Hockey team shows that co-operation and engagement between two nation is possible through sports.

Rest of the world and even President of South Korea considered this unified team as central or main step towards proactively engaging North Korea. Similar engagement between two Koreas might facilitate to enter into the negotiations to decrease its ballistic and nuclear missile activities. When ice hockey players from North and South Korea marched together onto the Olympic arena, winter games might just have created a catalyst for rapid diplomatic progress. With Pyongyang subject to various sanctions by international arena over its nuclear and ballistic missile activities, sport is one of the few spheres where real co-operation is possible between the two countries.

4.4 How Cricket Engages and Influences Two Rival Countries

Besides informing through the help of Sports, it can also become one of the crucial catalysts that assist in engaging and influencing the nations. With above mentioned various instances, it can also offer a stage for countries to break the isolation and take initial step towards international engagements. Rival countries such as Korea, India and Pakistan relation have been disturbed as political relation often defined by numerous military conflicts and violence. Even though sport is considered as solely as an entertainment, sports remain to play a crucial role in the relations between nations. Cricket matches between India and Pakistan have offered opportunities for cricket diplomacy by allowing heads of state to exchange visits. Time and again Cricket has been considered as crucial element to improve the situation or condition between Pakistan and India. It has been often used to create a space for the political dialogue between two nations. In other words, through cricket two rival nations have been engaged and are finding space for putting political dialogues.

Exchanging visits, meeting and sharing a dialogue between the officials have been carried out during the cricket matches in the past. For instances, Mumbai (2008) bomb incident and the dissimilarity about the Kashmir region increased tension between the two powerful nation. In 2011, Mr. Singh and Pakistani PM Gilani shared a dialogue and had a discussion to ice-break their frozen relation at the World Cup semi-final 2011, which contributed to a decrease the ongoing aggression. According to Showkat (2013), two high level officials meeting at the World cup Cricket match caused in beginning of peace talks between two rival countries and Pakistani government also decided to free an Indian national who was in Pakistani Prison for 27 years as an alleged spy.

Despite having high politics problems between two countries and having difficult times to find other ways to deal with high politics problems, cricket has facilitated to bring them together and has been playing significant role to reduce their tension as well. Furthermore, cricket diplomacy is often seen as positive step or move where the authorities of both the countries have a chance to engage by visit opposition nation and develop the relation and also to use as an ice-breakers for discussions.

Recently as well during Cricket World Cup 2019 in United Kingdom and Wales, British officials considered arranging a meeting between prime ministers from both the nations for India Vs Pakistan match and reinitiate contact in order to reduce the tension which was flared up due to Pulwama attack. This proves that through sports United Kingdom is playing a leading role to reduce the tension between the two rival countries India and Pakistan also find a space to engage them. For UK, 2019 Cricket World Cup match between India and Pakistan was a wonderful opportunity to invite and arrange a meeting between the two prime ministers and try to defuse the tension between them.

In conclusion, going through the historic sport events over the years, sport has been strongly considered as a tool by countries that can inform, engage and influence the global arena and external actors. Moreover, sports used to influence, engage and inform and still it is strongly perceived by nations as a means to influence, engage and inform other nation in order to develop and improve their bilateral and multilateral relations.

Chapter 5: Sport and Diplomacy

Governments and nations are heavily focused of the power and advantages of the large audiences and have continuously portraying crucial attention for sport and sporting festivals. In this active world, engaging with international sport team or employing and hiring individual athletes are carried out to enlarge the foreign policy of a country and also to improve the bitter diplomatic relationships between the country. Furthermore, it can also be used to sort out to bridge two nation through sports. As it was the case when the USA boycotted the 1980 Moscow Olympics, and in return Soviet Union also took a step back and refused to take part in Los Angeles Olympics. It clearly demonstrates that sports and diplomacy can be linked to play a big part in international relation of nations and government. Furthermore, international sport offer range of chances and opportunities for nations to reveal their several types of dominance, from their individual athletic challenging in the competition to displaying or sharing their ideology of a particular system of state.

5.1 Sport as an Instrument of Diplomacy

Sport can be one of the significant instruments of diplomacy as countries can rapid larger political related objectives and also provides the range opportunity for connection between the nations. Furthermore, leaders and government officials get unofficial reasons to meet and share a dialogue. For instance, 2002 Kashmir crisis resulted two nation Pakistan and India on the brink of war, and in order to reduce the tension series of cricket matches were organised by both governments in 2004. The series of game to some extent helped the countries to decrease the tensions and discovered the possibility of neutralizing the relations, opening borders and resuming direct security negotiations. Pakistani PM Gilani and Mr. Singh in 2011 had an

unofficial meeting and shared a dialogue at the World Cup semi-final, the exchange of dialogues further contributed to a minimize the tension and the level of aggression. Also, the talks between PM Gilani and PM Singh in the meeting at the World cup Cricket match ended in beginning of peace talks between two rival countries.

Also, host country through sports can instruct audiences all over the world about the nation's resources and can inspire and attract foreign direct investments, foreign students for abroad and can share the ideologies of the government and can attract the foreign public. As the world is becoming much smaller due to advanced technologies, person living in the one corner of the world can know what is going on the other part of the world. So, the sporting events has the capacity of bringing large number of audiences in the stadium and also through the technologies as well that can give strong edge to the host country. Inspiring foreign direct investments, persuading foreign public and attracting foreign students are top significance of every nations. Since, sport events are witnessed by large number of people throughout the world, the host nation can use the opportunity encouraging foreign direct investments, foreign students and influencing foreign public by portraying its positive image and its resources. 2008 Beijing Olympics was perfect example how China successfully displayed its resources and its positive image to the world and encouraged foreign direct investments, foreign students and influencing foreign public about their ideologies. Despite facing range of criticism, China was successful to consolidate an image of China as a rising, modern and economic power house to the whole world through sport.

Not only China, Russia as well used hosting mega sport event as their top priority to show its favorable image to the globalized world. Russia also hoped to boost its soft power and

aimed to portray favorable image to the global world through mega sport events such as Olympics or FIFA World cup. More importantly, the Sochi Winter Olympics 2014 was mainstream for Putin's government to attract and influence the world through sports and to tell the world that nation was back on the stage of global power.

Furthermore, most of the states and non-state actors are using sports as a tool to increase awareness through sport ambassadors. Since athletes and sport team are strongly well-regarded by large number of people, state and non-state actors are deeplyselecting athletes as their ambassador to achieve their goal. China choose David Beckham as their ambassador for the Chinese Super League and the Youth Football Program in China. The main objective of China behind choosing Beckham as their ambassador is to rebuild and reshape status and display image of Chinese Football in China as sport was polluted through corruption charges and range of match fixing incidents including football officials and many players in recent years. Likewise, UNICEF appointed David Beckham as their goodwill Ambassador on 2005 with a superior focus on the organization's sports development programme. Connecting with sport teams and employing individual athletes rather than hiring politicians or any individual related to other professional field offers heavy superiority to the government as the athletes and sporting person are much more admired and well-liked by the people.

Moreover, sports are being used by the new nation in order to deliver legitimacy. Sports have been significant tool to appeal the attention large audiences which involves high level officials and political leaders as well. So, for the new nation sport can be anideal stage to compete for its political independence. International sport federations often offer the chances for nation that have the determination to become independent nation-states and contest or

participate under a flag that might not signify the current sovereign nation. For instance, there has been political related tension between China and Taiwan. As Taiwan has been fighting for its independence from China., the result or the decision of the IOC's (International Olympic Committee) has given some space to participate under new flag despite fighting for independence. This decision allows athletic teams of Taiwan to participate under the Chinese Taipei flag, which is separate from the Chinese flag.

5.2 How Sport was Utilized for Diplomatic Purposes

Taking about sports that are being utilized for diplomatic, Ping-Pong diplomacy can be perfect instances that was used between United States and China to initiate formal diplomatic relation. Ping-Pong diplomacy, which is one of the crucial moments in cold war which primarily developed the relation between two different ideologies nations on opposite sides during cold war through the use of sports. It was particularly designed to resolve the issues between two countries who were on opposite sides during the cold war. The ping-pong diplomacy not only foster the ice breaking relation but also created doorways for formal diplomatic relations. The ping-pong diplomacy was one of the significant examples and proof that sport can be used to engage two nation into formal relation. Ping pong diplomacy further established a proposal that was unified by the Mao and Nixon government. It proved to be a vehicle to examine whether the people of both the countries accept initiating the formal diplomatic relation as it was frozen by the cold war adversaries.

From this ping-pong diplomacy, it can be considered that sport is powerful tool and can be significant instrument of diplomacy that can be time and again used by the states in order to shape the frozen relations between two nations. However, it is still argued that, sport offers

unanticipated place to have a dialogue that can be privacy for the international or diplomatic relations but China's invitation for US turned out to be fruitful and displayed that sports can be one of the vital or significant tools for the diplomatic chess.

Despite the years of unpleasantness between two opposing countries India and Pakistan, the series of cricket matches that was organized to reduce the tension illustrates that both the countries and their citizen still segment a mutual interest through cricket. Sports and diplomacy mixture facilitate to decrease the gap and reduces their ongoing tensions. Sport offers unanticipated place to have a dialogue that can be privacy for the international or diplomatic relations.

Politicians and the government officials grab these chances to unofficially converse critical subjects, at the same time thousands of fans travel to the neighboring country keeping rivalry aside. Indian leader and Pakistani leader or officials sharing a dialogue or exchange of dialogues are another significant instance that portrays how sport is used for diplomatic purposes and has also resulted in positive way.

Although India and Pakistan have heavy political related problems and issues, two countries even in the hard times they through cricket deal with strong politics issues and problems. Furthermore, cricket diplomacy is time and again proved to be positive step or move where cricket has been only the main way for the authorities of both the countries to get engaged and develop the frozen relation. Recently as well during Cricket World Cup 2019 in United Kingdom and Wales, British officials considered arranging a meeting between prime ministers from both the nations for India Vs Pakistan match and reinitiate contact in order to reduce the tension which was flared up due to Pulwama attack.

In conclusion, sport can be one of the significant and crucial instruments of diplomacy for countries as large number of audiences witness the sporting event and can get attracted by the display of host city. Foreign direct investments can be attracted through sports as China through 2008 Olympics was very successful in landing range of foreign direct investment. In this global age people are strongly connected internet and with the peak of social medias age, it is much easier for the audiences in every part of the earth to spectate the sporting event than before. Moreover, it is also found that sports have been heavily and successfully utilized for diplomatic purposes with likes of China and USA during cold war through Ping-Pong diplomacy, Nelson Mandela uniting divided South Africa through Rugby, China and Russia through Mega Sport event and Rival nation Pakistan and India, and North Korea and South Korea as well.

Chapter 6: Sport Mega Events and Soft Power of Diplomacy

International Sporting event hosting were once very limited to thousands are now witnessed by millions. As the world is quickly moving towards global and technological world, sport events and matches are shared by large number of people with access to the most rudimentary technologies. Since, these kinds of event are largely viewed by audiences, state, government and non-state actors strongly focus on hosting the event so that the nation can portray their images and their resources. Moreover, sport Mega event hosting such as World cup, Olympics, regional games, UEFA games are introducing and substantiating a unique form of soft power diplomacy.

6.1 Significance of Mega Sport Event

Through sports the host country can tell the world about the country's resources and can show how rich they are in terms of resources and also portray the environment that can be suitable for foreign direct environment and foreign students. The display of environment, ideologies can encourage foreign direct investments and foreign students. The nation can also reveal it major tourist destination to attract large number of tourists. 2008 Olympic in Beijing is one of the perfect examples that proves the significance of Mega Sport event to achieve their national interest in this global arena. China hosting 2008 Olympic gave massive opportunity for the nation as most of the cities of China transformed leading to a better reputation and also attracted business and tourists. Hosting of just one mega sport event changed China from aloof, irrelevant and hermetic to one that is effective and innovative. The image of China before 2008 Olympics was irrelevant and was strongly getting criticized for their repression in Tibet. However, the Beijing Olympics was strongly facilitated in consolidating an image of the nation

as a rising, modern and economic power house to the whole world. About 4.7 billion people watched the games through various mediums that gave edge for China to display their ancient Chinese history in the form of performances. This proves that Mega sport event is very important for every nation to achieve their national interest and also to encouraging foreign direct investments and influencing foreign publics.

Russia as well used hosting mega sport event as their top priority to show its favorable image to the globalized world. Russia hoped to boost its soft power and aims to portray favorable image to the global world through mega sport events such as Olympics or FIFA World cup. Winter Olympics 2014 and World Cup 2018 were successful events that Russia hosted and informed world that nation was back on its track of a global power.

More importantly, Asian sports have provided golden opportunity for crucial justification of development in many Asian countries. All of the big nation mainly in East Asia desired to host a major international sporting event particularly, the Olympics 1964 hosted by Japan as an appearance of their arrival on the global stage after devastating World War II. The 1964 Tokyo Olympic was in various ways to display Japan is back as a world player, similarly South Korea in the same way justified though sport hosting the 1988 Seoul Olympics 24 years later. Everyone can imagine same ambitions when China hosted 2008 Beijing Olympics. For Asia, the sporting tournament hosting is much more becoming a mark of modernity.

As Nye said soft power is the ability to get what you want through attraction rather than coercion or payments. The above statement is correctly said by Nye as countries are focusing on Mega sport events hosting to show what you have and to attract FDIs, tourists through positive

image. Soft power perceived as significant power in recent years and culture representation by the countries as a mainstream to workout soft power, besides that countries are also side by side using sports, education, arts and media. The hosting of sports mega activities look offer various important chances to raise their soft power by showcasing cultural diversity through various medias to attract tourists. For example, the 2008 Beijing Olympics were witnessed by large number of audiences throughout the world which facilitated to boost their soft power, successfully hosting the event can be the main way to reach large number of people with in short period of time.

6.2 Sports and Mega Sport Event Equally Important for Emerging States and Small States

Sport and mega sport event have been one of the crucial elements for the big nation to achieve their aims and objectives. Mega Sport Event hosting mainly been hosted by the progressive industrial states as it needs heavy cost to win bid and for technical and other requirements however, it has been gradually earned by the developing nations in recent years. Sport can sometimes be a powerful tool of soft power for states, it has been quite a powerful tool for big nations such as China and Russia. More importantly, Mega Sport event are mostly hosted by the big states however, the world of sport and its rhythm is changing as mega sport events are progressively hosted in emerging countries, with the likes of FIFA World Cup 2010 hosted by South Africa, likewise FIFA World Cup 2014 and the Olympic Games 2016 hosted by Brazil as well as the FIFA World Cup 2022 in Qatar being recent examples.

2022 World cup for Qatar might be one of the significant instances where they can get international prestige as they are the first ever country in middle east to host the FIFA World cup

event. Besides that, Qatar are one of the smallest countries and has go less football history and also goes through burning climates. Organizing mega sporting events going against the burning climates and achieving sport successes can be a mainstream to acquire recognition and to achieve geopolitical goals of Qatar. It is obvious to raise question about playing games in the burning climate and the geopolitical situations. More importantly, through the mega event, Qatar will try its finest to demonstrate its resources and its positive image to attract highly skilled employees from big industrialized states to work in Qatar and also an attempt to differentiate Qatar from other Gulf countries in middle east.

Likewise, 2010 FIFA World Cup in South Africa was not only about the football competition but it was more about the alteration that the South Africans had in recent years from apartheid's spatial legacies. Various reasons have been displayed by South Africa in order to win the bid and to host the mega sport event, from representing themselves to the global world to solidifying their national identity.

Also, Nepal hosted the regional sporting (13th SAG games) extravaganza for the third time as Nepal is the birthplace of the regional meet as it was officially hosted in 1984 and returned for the second time in 1999. Through this regional meet, Nepal tried its best to portray the diversity of Nepal, history, its culture and tradition. More importantly, due to a continuous stand-off between two of its nuclear superpowers, regional political platform (SAARC) has lost much of its relevance. Therefore, South Asian games regional meet remains one of the important platforms for the nations to improve their relationship, cooperation and coordination among each other. Nepal will also focus on promoting tourism through this South Asian mega sport event by portraying its major tourist attractions and tourist destination as massive tourism event 'Visit

Nepal 2020' is knocking on the door as mega sport event strongly promotes tourism however, it varies depending on the type of mega event, participating nations.

6.3 Mega Sport event for non-state actor

Sports and Mega sports event have not only been significant and crucial for the states but also has been equally important to the non-state actors. Non-state actors like UNICEF have time and again used Mega sport event to spread the message or to aware people through sports as mega sport event are watched by millions of people. UNICEF partners with ICC (International Cricket Council) in order to deliver their campaign 'One Day for Children' at England vs India's Cricket match during the World Cup 2019 (UNICEF, 2019). UNICEF (2019) further explained that the one day for children campaign will be experienced by large number of people throughout the globe through sport and raise fund so that the children can ensure chance to play, learn and be healthy. Likewise, UEFA also strongly focuses on their games to raise awareness regarding Racism. Various league such as Premier League, Laliga, Seria A and Bundesliga strongly supports the campaign to remove Racism from sports and create equality among all the players.

Finally, Mega sport event has been crucial opportunity for all the nations to project its favorable image to the global world and encourage FDIs, foreign students and influence foreign publics. Furthermore, the mega sport hosting is not only targeted by industrial nations but are also strongly focused by the emerging states and also small states. Due to large number of people witnessing the mega sport event, non-state actors also focus on the mega sport event to share a campaign and to raise awareness about the crucial situations among the audiences and also to the world.

Chapter 7: Summary and Conclusion

Sports diplomacy has not been an authentic field of study in international relations even though Sports Diplomacy has looked as an essential or vital means to build and strengthen relations. Moreover, the use of sports diplomacy by countries has facilitated in contentious relationships and also restoration of their frozen diplomatic relations. Sports diplomacy being new field of study in international relation, it has gained its fair amount of criticism regarding mixture of sports and diplomacy. Over the decades, the connection between international sports and politics has been going on. From Ping-Pong diplomacy between China and USA during cold war to Qatar being one of the smallest countries to host the 2022 FIFA world cup. The countries have been using sports to deliver political message to ice break their frozen relations. Also, sport being used to unify the divided South African region. Nelson Mandela saw the value in sports and used this value as an opportunity to change South Africa and unite people. Sport was often taken as a tournament and competition however, Mandela went beyond competition and proved it is can be way more than competition. Furthermore, sports in Asia have served as crucial proof of development mainly in east Asian countries. All the developing countries in East Asia aimed to host a major international sporting event to express their power, resources and also entrance on the global stage. Most of the countries take sports to inform the global arena that sports can be important tool of diplomacy which facilitate in boosting its diplomatic profile. Organizing Ping-pong diplomacy 2.0 that the organizing nation are using sports to boost their diplomatic profile and act as mediator to reduce the tension of rival or opposing countries. North and South Korea declaring a unified women's hockey team to compete in the Olympics illustrates that through sports nation not only builds the relations between them but also brings rival nations nearer that can breakdown their freezing relation. Sports can offer a place or space for countries to come out

of separation and take a bold step towards building the relation. As cricket being often used between Pakistan and India for leader to meet and exchange dialogues and take a step to reduce ongoing tensions. Besides that, through sports a country can boost larger political goals and display its suitable image to the whole world. In the end, the mega sport hosting is not only aimed by big industrial nations but are also gradually targeted by the emerging states and also small states. Due to large number of people witnessing the mega sport event, non-state actors also focus on the mega sport event to share a campaign and to raise awareness about the crucial situations among the audiences and also to the world.

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