



Prospective scenarios for sports tourism in Mexico City after the 2026 World Cup

Escenarios prospectivos para el turismo deportivo en la Ciudad de México después del Mundial 2026

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Abstract

Introduction: Sports tourism is undoubtedly a type of tourism that moves large masses of society as spectators and consumers. This research work was carried out in the town of Santa Ursula Coapa, Mexico City, which is the Azteca Stadium, it will be the inaugural stadium for the next World Cup 2026 of soccer sport.

Objective: To analyze prospective scenarios by approaching the main actors involved in the town of Santa Ursula Coapa, so that it can be considered to implement the most realistic scenario for the 2026 World Cup mega event.

Methodology: The methodology for the Political Analysis and Prospective Scenarios Project (PAPEP) was used, which comes from the Prospective Analysis Manual for Sustainable Development, created by the United Nations Development Program and which complies with objective 17 (Peace, justice and strong institutions) of the 2030 Agenda. 22 interviews, 4 visits to the study area, and video calls with non-governmental organizations were carried out from 2022 to 2024.

Results: 4 prospective scenarios were obtained, which explain how a certain category could behave in a specific context.

Discussion: The concepts referring to sporting events, present a certain limitation, since the prospective from the qualitative is still being constructed, finding ambivalences in sport tourism.

Conclusions: The proposed scenario called “the closest to reality”, would allow the coexistence between the population, tourists and the government, forming cultural groups and information modules that would allow for a better understanding of the local population.

Palabras clave

Mega sporting event; prospective; sports tourism; sustainability; World Cup.

Resumen

Introducción: El turismo deportivo, es sin duda un tipo de turismo que mueve a grandes masas de la sociedad como espectadores y consumidores. El presente trabajo de investigación se llevó a cabo en la localidad de Santa Úrsula Coapa, Ciudad de México; que alberga el Estadio Azteca, el cuál será sede inaugural para el próximo mega evento deportivo Copa del Mundo 2026

Objetivo: analizar los escenarios de prospectiva a partir del acercamiento a los principales actores involucrados en localidad de Santa Úrsula Coapa, con el fin de que pueda ser considerado para implementar el escenario más realista para el mega evento Copa del Mundo 2026.

Metodología: Se utilizó la metodología para Proyecto de Análisis Político y Escenarios Prospectivos (PAPEP), que proviene del Manual de Análisis Prospectivo para el Desarrollo Sostenible, creado por el Programa de las Naciones Unidas para el Desarrollo y, que cumple con el objetivo 17 (Paz, justicia e instituciones sólidas) de la Agenda 2030. Se llevaron a cabo 22 entrevistas, 4 visitas a la zona de estudio, y video llamadas con organizaciones no gubernamentales del año 2022 al 2024.

Resultados: se obtuvieron 4 escenarios de prospectiva, los cuales explican de qué manera se puede llegar a comportar cierta categoría en un contexto en específico.

Discusión: Los conceptos referentes a eventos deportivos, presentan una cierta limitante, ya que la prospectiva desde lo cualitativo aún se construye, encontrando ambivalencias en el turismo deportivo.

Conclusiones: El escenario propuesto denominado “los más cercano a la realidad”, se permitiría la convivencia entre la población, los turistas y el gobierno, conformando grupos culturales y módulos de información que operen antes y durante el evento deportivo, con el fin de mitigar conflictos sociales y que los turistas se lleve una buena imagen del evento.

Palabras clave

Copa del mundo; mega evento deportivo; prospectivo; sustentabilidad; turismo.

Introduction

The relevance of sports tourism goes beyond the economic sector; globally, this type of activity generates 700 billion dollars annually, representing 10% of world tourism (UN Tourism, 2023). Although it offers monetary benefits and return on investment, it cannot be analyzed only from that perspective. Sports tourism can be understood as any physical activity in any type of sport. Kurtzman and Zauhar (2003) distinguish five ways of carrying it out, among which the following stand out: a) Resorts, which include those tourist complexes whose main attraction is sports activity and offer other recreational services; b) Cruises, cruises whose main objective is sports activities, or sharing the trip with world celebrities; c) Attractions, natural or man-made attractions; d) Tours, trips related to sports, physical activities or mere appreciation; e) Events, the objective of tourists is to be a spectator of sporting events.

The different variants into which sports tourism is divided lead it to be the object of study from multiple disciplines, among which sporting events stand out, considered as “sports competitions capable of attracting a considerable number of visitors with the aim of participating or attending as spectators” (Delpy, 2003, in Revuelta, 2006 p. 6). In this type of events, the tourist plays a determining role, the active tourist travels with the purpose of participating in a sporting event. On the other hand, the “passive tourist is an assistant to the event, merely a spectator; and, finally, sports lovers travel with the purpose of participating in self-organized sports” (Fernández, 2014, p. 2). For this research, the spectators were taken into account, which are essential for a sporting event to function and be carried out in the best way.

Sporting events contain various characteristics that make them unique, and their degree of acceptance and representation by the host town and tourists will depend on them. García-Mochales (2018), Sánchez and Barajas (2017) are authors who have developed a typology of events to distinguish their differences and scope of each one; however, a certain inconsistency is recognized in their contributions, which is why a typology of their own is presented, where they are cataloged into four types of events based on their specific characteristics.

- Type A events are sporadic, extraordinary, and unique events, where there is competition to win the candidacy. There is a greater international attendance, both from competitors and spectators, their economic impact is very high and there is enormous media interest.
- The type B event is occasional with little competition to win the candidacy, there is a large national and international attendance of both competitors and spectators, its economic impact is high as is the great media interest it generates.
- The type C event has a certain degree of regularity with national and local attendance of spectators, little international attendance, the competitors are mostly national, there is a limited economic impact, as well as little media interest.
- Finally, the type D event is a regular event with local attendance of competitors and spectators, there is no or little economic impact, as well as media interest.

On the other hand, when examining the different types of sporting events mentioned, the 2026 World Cup is classified as a type A event, it is held every four years (sporadic), and it leaves an approximate economic impact of 600 million dollars (Federation International of Football Association, FIFA, 2022). Another clear example of this type of event is the Formula 1 Grand Prix in Mexico, it is a sporting event expected by a large number of fans, causing this to be the venue with the greatest economic impact, in 2019 it generated 700 thousand dollars (Vázquez, 2022). Therefore, it is worth differentiating that compared to all the events mentioned, none generates more foreign currency than the World Cup, as well as the motivation of the fan to travel to another part of the world.

In Qatar, a clear example of infrastructure development and global positioning was experienced. The executive director of the Qatar 2022 World Cup, Al-Khater (in Aboalsaud, 2024), commented that an impact of 17,000 million dollars was recorded on the Qatari economy. It cannot be overlooked that it was a mega sporting event tainted by precarious labor situations, which caused the death of more than 15,000 workers (Page & Worden, 2022), which showed that the lack of planning and visualization of possible scenarios for a mega event can have great consequences. Hence, the importance of analyzing a

Type A sporting event through prospective scenarios, in order to better take advantage of the tourism that will arrive in the area, with a sustainable view.

The World Cup is a Type A mega sporting event, unique and with international audiences, where economic interests prevail (on the part of the private sector). It is important to rescue the reality of sport by Martínez-Santos et al. (2009, p. 74), where they state that “sporting merits are transformed into economic goods”, unfortunately this is the reality that is experienced in most sporting events, rescuing De Jesus (2017), where private interests and self-benefit on the part of leading actors overlap, leaving aside local and sporting development. Given this situation, it was detected that “mega sporting events and their different impacts” are a topic on which there is a wide range of information (Leal Lodoño et al., 2021; Vergara-Ferri et al, 2020; Parra-Camacho et al., 2014; Díaz, 2018); despite this, research is still needed that relates it to the creation of prospective scenarios.

Based on authors such as Rahayu et al. (2024), Redondo et al. (2023), Baschwitz (2021), Parra-Camacho and Duclos Bastias (2013), García-Mochales (2018), among others, six strategic categories were identified, which will be useful for structuring the possible scenarios.

1. Social impact. Refers to the way in which sporting events impact a host community, from economic aspects to elements of urban culture itself.
2. Small-scale events. These events are more widely accepted by citizens, as the negative impacts are minimal, which is why they have been the subject of study in recent years.
3. Economic impact. This impact is of greatest interest to all private/governmental organizations that are responsible for organizing any type of sporting event. It is also the most controversial, since the economic benefits do not transcend hierarchies, they only benefit a small sector of people.
4. Image and use of the destination. The resources and heritage of the area are used to the maximum, since, when analyzed and worked in a good way, they can impact the decision of the tourist to return to the place.
5. Social perception and participation. The more important the sporting event, the greater the participation of residents, since they will be the “other side of the coin” with which tourists will be in contact during the sporting event.
6. Profiles and motivations of tourists. By better understanding the potential tourists who will be accommodated at the venue, making personalized offers is an important market acquisition strategy.

In terms of knowledge creation, tourism and sporting events have been mostly addressed from the perspective of economic impacts and image and use of the destination, both within a context of international sporting events. Tadini et al. (2021) notes the great influence of the Olympic Games, the Football World Cup and other relevant championships that predominate in the scientific literature (specifically finals of international tournaments), most of which are quantitative in nature. Getz (2008) states that these events are an opportunity to promote and publicize the tourist attractions of the host localities, achieving a position in the market both for the economic impact and for the number of tourists arriving at the place.

Weed et al, (2015) identified numerous quantitative works referring to mega events and their economic impact; however, there is a knowledge gap regarding the “social impacts of small-scale regional events”, “environmental responsibility through sporting events” and the “application of sustainable technologies in sports tourism events”. As mentioned above, the scarce number of investigations referring to the prospective scenarios that can be applied in a sports tourism event is notable, therefore, it is noted that the present research provides certain “pioneering” information that can be taken into account to develop academic works of this nature.

This scientific article aims to present the prospective scenarios that can be applied during the development of the 2026 World Cup, in the town of Santa Ursula Coapa, Coyoacán municipality, Mexico City. In addition to this, emphasis is placed on the host town, and how the rejection of a private megaproject, “Conjunto Estadio Azteca” (CEA), directly affected the interest of the inhabitants towards a type A mega sporting event. It is inferred that, depending on the characteristics of the sporting event and the possible

scope of this, is the level of interest that the actors involved have, be it the government, the private sector or the inhabitants of the area; therefore, these interests and perspectives must be heard and planned in the best way, even more so, when there is a venue with as much natural and cultural wealth as Mexico City.

The scenarios that were built have a sustainable look for the town of Sta. Ursula Coapa, as well as for the tourists who will arrive at the mega sporting event; this justifies the application of the Political Analysis and Prospective Scenarios Project (PAPEP by its initials in Spanish) methodology, which comes from the Prospective Analysis Manual for Sustainable Development, created by the United Nations Development Program (PNUD by its initials in Spanish, 2018) and which complies with objective 17 (Peace, justice and strong institutions) of the 2030 Agenda. This is not the only justification for why this methodology was worked on, since it specializes in four areas of impact:

- To prevent crises.
- Promote political dialogue or environments of strategic reflection.
- Develop prospective reflection, as well as strategic advice on public policies.
- Achieve planning by the United Nations System and other international cooperation organizations, even in a regional context.

Given the obvious problems faced by the Mexico City headquarters, the water shortage and the implementation of a megaproject that would end up displacing the inhabitants of the area, the application of the PAPEP methodology allows the analysis of the interests of the actors involved and the ability to influence the different prospective scenarios that may arise, with the aim of implementing the most feasible one within a locality that is in constant conflict with the government and private sectors.

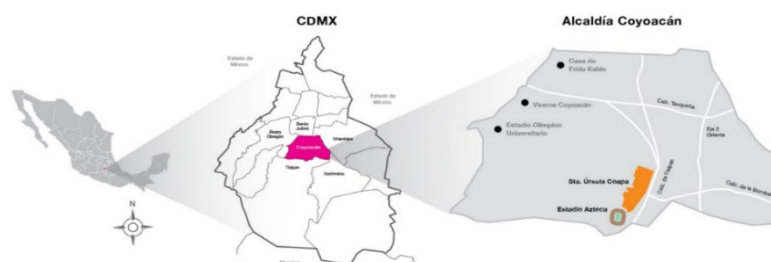
Method

Contextualization of the study area

In Mexico City (CDMX), there is the municipality of Coyoacán (Image 1), it has a total population of 614,447 inhabitants (Secretaría de Economía, 2020); it houses two emblematic sports-oriented buildings, the Ciudad University Stadium, a World Heritage Site belonging to the National Autonomous University of Mexico (UNAM). On the other hand, the Azteca Stadium, which hosts sporting events, concerts, among other mass events; although there have been countless controversies surrounding this venue, FIFA continues to consider it as the venue for the opening game for the 2026 World Cup.

This stadium belongs to Emilio Azcárraga; however, since February 20, 2024, Grupo Ollamani, a publicly traded corporation, was registered on the Mexican Stock Exchange, which has subsidiaries that include business units that belonged to Televisa, Play City Casino, Club América, and the Azteca Stadium. Today, it is one of the localities that is in constant transformation, due to the arrival of large buildings and other private infrastructure, which continues to cause problems such as water shortages, excess garbage, and other impacts.

Figure 1. Location of the Azteca Stadium, venue of the opening match



Source: Prepared by Dis. Alfredo Rosas Heredia (2024)

For some years now, this area has had environmental impact problems regarding water. The water problem affects all the inhabitants surrounding the Azteca Stadium, and to a lesser extent the areas of different socioeconomic strata such as Las Joyas del Pedregal and the Ex Ejido de Sta. Ursula Coapa; however, everyone has faced the constant impacts every time there are type B, C, and D events, such as soccer games of the América team, the Mexican soccer team, marathons, races, concerts, and spiritual retreats, which led its inhabitants to radically divide into two groups. The Azteca Stadium Complex is a megaproject that would harm the little green area of the building, in addition to negatively impacting the water shortage.

Territorially speaking, depending on the area where the individual lives, their level of acceptance or rejection of the megaproject is determined. The sociodemographic situation is an aspect to take into account, since citizen participation is essential for the planning of any urban megaproject. In this case, everything was contradictory. On the one hand, there were residents who refused to build the CEA for different reasons: water shortages, insecurity, traffic chaos, increase in property taxes, gentrification, social displacement; and on the other hand, the population where there was no opposition at all, since the inhabitants were motivated by the added value that their homes would have. The price for a house in this area is around 7 to 10 million pesos.

Methodology

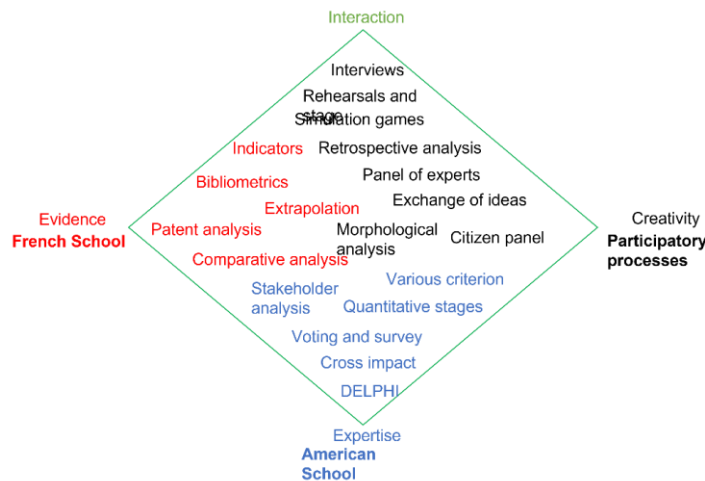
This research is qualitative, using the methodology of the PAPEP, proposed by the United Nations Development Programme (UNDP, 2018); it seeks to meet the challenge framed in the 2030 Agenda that establishes the Sustainable Development Goals (SDG), specifically SDG 16, which aims to "promote peaceful and inclusive societies for sustainable development, facilitate access to justice for all and create effective, responsible and inclusive institutions at all levels" (UNDP, 2018, p. 16). This methodology tries to carry out a prospective analysis, with the purpose of promoting strategic and democratic decisions, considering what is at stake in the present; thinking about future development objectives; taking into account the interests of all the actors involved; and, finally, thinking about the needs, interests, and demands of citizens. The PAPEP methodology consists of the following steps:

1. Concept formation: What are we talking about? Identifying actors, as well as their structural elements that regulate their behavior.
2. Formation of propositions: Hypotheses with a prospective view, these are related to the chosen research design.
3. Research design: PAPEP toolbox.
 - 3.1. The voice of leaders: Integrating the interests and preferences of elites.
 - 3.2. The voice of the sovereign: Demands of the population.
 - 3.3. Expert knowledge: Attribution of studies already produced, referring to the object of study.
 - 3.4 Prospective workshops focused on building scenarios: Workshops with the aim of building scenarios collectively, based on the results obtained.

Foresight scenarios can be understood as images of possible futures, which can become a reality. For an effective creation of scenarios, it is essential to know and analyze the different interests of the actors involved. For this, there are three useful techniques, but with different approaches. For this research, the qualitative perspective was applied, based on participatory processes, where the actors are fundamental for the desirable futures during the dialogue process, with the aim of opening channels of communication and keeping in mind the different tools necessary for the creation of foresight scenarios (Image 2).

A complementary tool is the use of Medina and Ortegón (2006) diamond of foresight methods, which allows us to learn about support tools for the development of scenarios. In this case, and for a better understanding, an adaptation was made based on the three schools for the creation of foresight scenarios and the types of events. There are two schools that mark foresight, the French and the American schools. The highly formalized construction logics (French School) apply formal and systematized, purely quantitative methodologies. The intuitive construction logics (American School) indicate the various scenarios through expert consultation and quantitative and qualitative methods.

Figure 2. Diamond of the prospective methods and school for the elaboration of scenarios



Source: Own elaboration.

As part of the methodology, the “PAPEP toolbox” is applied for data collection, which is made up of prospective analysis methods, for which the following must be considered:

1. The voice of the leadership. The interests and preferences of the elites and those actors with a high level of influence are integrated.
2. The voice of sovereigns/citizens. The demands of the population are grouped together.
3. Expert knowledge. Research work is attributed to studies produced about the context and those factors that differentiate the object of study.
4. Prospective workshops focused on scenario building. Workshops made up of PAPEP experts, with the aim of building scenarios collectively based on the results obtained.
5. Other spaces for strategic reflection. Other forms of collective work depend on the proposed objectives.

Participants

In the table 1, acronyms were used instead of full names to protect the data of those interviewed, because social and environmental interests are still being defended in the area. After the information was collected, the Schwartz Matrix was integrated to create prospective scenarios, which is better explained in the results.

Table 1. Actors “Voice of the sovereign” and “Voice of leadership”

Voice of the sovereign			Voice of leadership		
INITIALS	SEX	OCCUPATION	INITIALS	SEX	OCCUPATION
RJ	Female	Teacher	av	Female	Neighborhood Assembly.
GL	Male	Clerk	CM	Male	Neighborhood Assembly.
MJ	Male	Counter	DC	Male	Human rights organization.
HL	Male	Waiter			
EC	Male	Doctor			
LV	Female	Housewife			
CF	Male	Student			
ET	Male	Teacher			
AR	Male	Student			
AF	Female	Housewife			
SF	Female	Housewife			
FM	Male	Dealer			
CG	Female	Housewife			
DF	Female	Student			
KH	Female	Student			
MS	Male	Businessman			
LB	Male	Student			
MA	Male	Clerk			
EF	Female	Waitress			

Source: Prepared by the authors based on results.



Procedure

The research was carried out in three stages from September 2022 to May 2024. First, the constructs of sports tourism and prospective studies around type A sporting events were examined through a review of academic research using a database such as Web of Science and processed by the PRISMA 2020 methodology. The study continued with the application of 22 semi-direct in-depth interview instruments, which were applied to the population of Sta. Úrsula Coapa, collecting the “voice of the sovereign”. As well as members of civil associations that watch over the rights of citizens, leading actors who have a high level of influence in decision-making.

Instrument

For the preparation of the in-depth interview with the host town, certain categories are implemented that allow opening communication channels and facilitating the process of interaction with the interviewee. The instrument was designed based on the subject of analysis, which were the citizens of the place; the primary characteristic to be able to interview someone was that they were a resident of the town. (Table 1).

Results

Insert Based on the preliminary results, a morphological analysis and three assumptions are revealed that allow us to know how the analysis categories behave, followed by the Schwartz matrix and the actual drafting of the prospective scenarios.

In morphological analysis, three different types of assumptions are integrated.

- S1. It refers to a negative assumption, stagnates the category, and is not developed.
- S2. Assumed average type.
- S3. Highly positive, sets the desired scenario.

In the various hypotheses, emphasis is placed on “Grupo Ollamani,” which is the company that controls the businesses spun off from Grupo Televisa (as well as the Azteca Stadium), and began trading on the Mexican Stock Exchange on February 20, 2024.

Table 2. Morphological analysis

CATEGORY	S1	S2	S3
Social impact	The government and the Ollamani group postpone their involvement in the various requests from the sovereign's voice.	The sovereign's voice is heard, but without considering his opinions, because there is already a plan for the mega sporting event.	Strengthening social cohesion. Technologies for water collection and purification are implemented.
Small scale events	The private sector demonstrates the wealth and history of the area, the Azteca Stadium is seen as the “uncomfortable neighbor.”	The government and the private sector promote and participate in cultural events in the area.	Small-scale events involving sports culture and social integration for residents, with the aim of developing a “sense of belonging”.
Economic impact	The voice of the sovereign generates tools to facilitate mobility in the area.	Location of places for local commerce.	Involvement of the private sector, through the donation of technologies and training for residents, to carry out optimal economic activity.
Image and use of the destination	The government proposes solutions for the management of pollution and waste from the Azteca Stadium.	“Clean up” the image of the area by analyzing resources that can be used.	Remove water and real estate development concessions from private organizations.
Perception and social participation	Information campaigns by the private sector and the government generating social participation.	Cultural groups and information modules operated by local residents, taking place before and during the sporting event.	Withdraw water extraction and real estate development concessions from private groups.
Profiles and motivations of tourists	Customized offers for groups of tourists attending the mega sporting event.	Consider the background of the 1970 and 1986 World Cups to create tourist profiles.	Optimal places for tourists to relax. Preserve green areas and make good use of the area's resources.

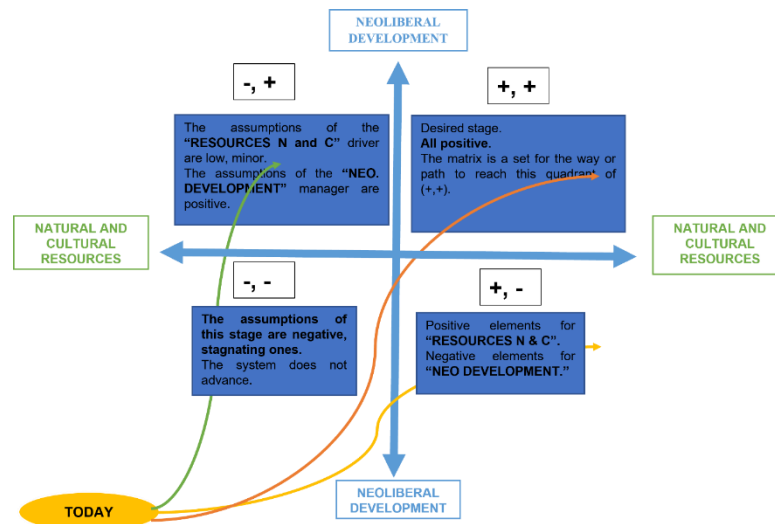
Source: Prepared by the authors based on results.

The table above shows the supposed prospective scenarios, which can be viewed as a set of hypotheses over a given time horizon, in order to have an idea of the future behavior of the categories explained above.

In the Schwartz Matrix, four quadrants can be observed with their previous explanation. These are essential for the construction of prospective scenarios and to know the way in which the category will

behave in the 2024 World Cup in the town of Santa Úrsula Coapa, Mexico City. To configure the axes of the Matrix, two future drivers were named: natural and cultural resources and neoliberal development, taking into account and grouping the six. It should be noted that the use of the term "neoliberal development" is considered as that paradigm that encourages the growth of private real estate capital, with the aim of creating a globalized environment, where competition and capital generation abound; supported by Duhau (2001), it is understood as the distancing of the role of the State in the production of housing and public space.

Figure 3. Schwartz matrix



Source: Prepared by the authors based on results

Finally, after analyzing the information, the different scenarios that could occur in the 2026 World Cup, held in Mexico City, in the town of Santa Úrsula Coapa, are shown.

Scenario (-,-) "The least that can be expected."

In 2026, the Mexico City government and the Ollamani group postpone their interest in the various requests from the sovereign's voice, regarding the protection of natural and cultural resources. Likewise, the private sector demonstrates the richness and history of the area through propaganda and cultural events, causing the concept of "inconvenient neighbor" to gain more strength among citizens who feel excluded from the mega sporting event type A. Finally, these "leading actors" generate information and social participation campaigns, reaching areas where there is no interest in the 2026 World Cup, causing them to learn about the conflicts in the host community. As a result, various groups against and in favor of the mega event join together to carry out demonstrations during the celebration of the east, causing a certain degree of discomfort in spectators and tourists; these actors perceive the lack of citizen participation, as well as the lack of support and solidarity from the responsible institutions, taking away a bad experience.

Taking into account the "neoliberal development" direction. During the year 2026, the sovereign's voice joins in on its own and generates tools to facilitate mobility in the area; as does the government, allocating economic support for the inhabitants in order to facilitate the provision of basic services to tourists. In addition to the fact that solutions are proposed to manage the contamination and waste caused by the Azteca Stadium, developing contingency plans to be carried out during the celebration of the mega sporting event; the sovereign's voice continues to be ignored and the destination is not used in the best way, therefore the tourist continues to visualize the chaos and the bad environmental image, leading to negative criticism of the destination. The private sector makes personalized offers to tourists who visit the area, avoiding the town of Santa Úrsula Coapa at all costs, being ignored and without social integration, tourists have a bad experience.

“Whenever there is an event there are a lot of people and they leave their trash everywhere, they can't even leave it in the stadium itself, it's annoying to wake up and see your street all dirty, the Azteca [the Stadium] should take some responsibility and make some plans for these situations, you always find beer cans everywhere” (LV, personal communication, April 25, 2024).

Scenario (-,+) “I hear you, but it is what it is.”

“...but we thought that the most important thing was that the project not be developed because we do not really know the impacts of what that part of the water extraction, the mobility, would generate, that is, they wanted to build without having a prior technical study, so for us it was very important that those studies be done first to know what we are facing, something that has not happened, those studies have not been done and that is why we are demonstrating a bit to protect the territory, life and water above all, so that is a bit the feeling that we have in general” (CC, personal communication, December 8, 2022).

It is the year 2026, the Ollamani group together with the government of Mexico City listen to the voice of the sovereign without considering their opinions, because there are already development plans for the various activities and private infrastructure, which leads to various divided demonstrations during the celebration of the 2026 World Cup, so that tourists can miss these events.

However, the government, in association with the merchants surrounding the Azteca Stadium, has designated places to promote local commerce with a certain degree of order, with the aim that during the mega sporting event, it is accessible for tourists and beneficial for the inhabitants, this fosters a certain union between the citizens of Santa Ursula Coapa and the merchants of the area. With the objective of “cleaning” the image of the area, those resources and assets that can be used to improve the representation of the place are analyzed, achieving that the tourist takes away a pleasant impression.

Scenario (+,+) “What was desired, but by the inhabitants.”

Social cohesion is strengthened through the agreements and requests of the sovereign's voice, which are taken into account to provide concrete solutions, such as the implementation of optimal technologies and tools for the capture and purification of water, without the mega sporting event harming the inhabitants. Therefore, small-scale events involving sports culture are held in the vicinity of the Azteca Stadium, social integration events for the inhabitants of Santa Úrsula Coapa, guided tours, and contests that grant courtesies or discounts for the 2026 World Cup, achieving that the "inconvenient neighbor" develops a "sense of belonging."

“Among the neighbors who demonstrated, no, there really isn't any interest as such. What we have heard is that the fans or the people who visit the Azteca are interested in the fact that they already want the stadium to be renovated, because they are very interested... so it really is like an uncomfortable neighbor that we already want to calm down, so there isn't much, what could it be?... like much joy or positive thoughts about the World Cup.... I think that in general if it were known that Mexico has some chance of winning the competition, it would cause greater interest everywhere. I would see it more from the sporting side, that they can put on a better show” (CM, personal communication, July 31, 2022).

The “neoliberal development” director. It is the year 2026 and the private sector provides an area to be equipped with sustainable technologies and operate during the mega sporting event, in order to boost local economic activity. Likewise, the government promotes and trains the inhabitants of Santa Ursula Coapa in serving tourists, with the aim of achieving a greater economic impact among service providers and small businesses. However, the residents as such do not show interest, “the fact that the venue is taken away from Mexico or the stadium itself could change, because if conflicts in the area increase, not even the citizens of the town will want to attend the games or participate in the event” (RJ, personal communication, February 4, 2023).

The sovereign's voice joins with private real estate development groups and those who have water concessions, carrying out projects that solve the water problem and the proper management of the waste produced by the Azteca Stadium; this for the benefit of all the actors involved, selling to the tourist the image of a sustainable site and a green sporting event. Finally, the private sector allocates optimal places for tourists' rest, leisure and recreation, the government emphasizes preserving green areas and making good use of the area's resources, causing the profile of a sustainable tourist to support this type of movement and feel identified with the mega sporting event.

Scenario (+,-) "Closest to reality".

The government and the private sector promote and participate in events that strengthen the culture of the area, as well as the development of sports. Tourists and spectators of the mega event are attracted by these small events and participate in them. There is collaboration between the government, the private sector and citizens, with the aim of forming cultural groups and information modules that operate before and during the sporting event, so that the building produces fewer social conflicts and the spectator or tourist can participate without problem in the various sociocultural activities, emphasizing that the citizen is more than a consumer, he must be an essential part of the project.

"Companies and the government see us as if we were consumers of the project and not inhabitants, and that makes us have to abandon our homes due to the rise in the cost of living, due to the lack of services... What we propose is that the city has already become a kind of financial asset for companies, so really public spaces, territory and land uses are focused on improving the profits of certain companies and for us that is very relevant because then there is no longer any possibility of inhabiting it..." (AV, personal communication, October 19, 2023).

However, in collaboration with the government and the inhabitants of the area, the history of the mega events held in the same area (World Cup 70 and 86) is taken into consideration, with the aim of creating offers and motivations for all types of tourists who arrive at the place, from rest areas for "backpackers" to the creation of boutique houses such as first class hotels.

Discussion

The concepts presented at the beginning regarding sporting events present a certain limitation when looking for antecedents. Although foresight is not a new concept, sports tourism has been mostly addressed by issues of economic and environmental impact (Kurtzman & Zauhar, 2003; Herstein & Jaffe, 2008; Vergara-Ferri et al, 2020; Parra-Camacho et al., 2014; Añó, Calabuig & Parra-Camacho, 2012; Díaz, 2018), leaving aside issues such as its conception and planning (González-García et al., 2016; Sánchez and Barajas, 2017; De Jesus, 2017; García-Mochales, 2018; Ledesma-Sosa, 2022; Monserrat-Gauchí, Segarra-Saavedra & Penalva-Cerdá, 2024; Ulloa-Hernández, 2024), in addition to the scenarios directed under a quantitative methodology (French school). Sports tourism and sporting events allow us to know other facets of tourism, thereby analyzing the different ways of carrying out applied research, whose results can be taken into account for the development and use of tourism in a certain locality.

On the other hand, considering the PAPEP methodology carried out by the United Nations Development Program, a certain inconsistency was detected in the voice of leadership, which is the collection of perceptions, preferences and interests of the elites, through in-depth interviews, since through the application of interviews it was discovered that there are "leaders" who, beyond looking out for the good of the community, look out for their own interests, an example of this are the associations that protested because the government itself fueled misinformation in Sta. Ursula Coapa. A possible restructuring of the voice of leadership could be useful for the toolbox used for each type of school (American, French, and participatory processes). With this, it provides knowledge for the development of data collection instruments.

Now, with regard to qualitative prospective studies, a certain gap is seen with sports tourism events, although some authors analyze sport and prospective from a quantitative methodology, they carry out the French school in certain tourist areas (Ordoñez-Martínez, Seguí-Pons, & Ruiz-Pérez, 2023; Hernández & Castañeda, 2021); However, there are authors who begin to seek to consolidate and relate only the prospective and risk perceptions in a type A mega sporting event, in a country with problems of terrorism and political instability (Choi, Minhong, & Leopkey, 2020) hence the importance of considering the voice of the sovereign of the uncomfortable neighbor to establish qualitative studies as an elementary part in decision-making.

The CEA megaproject will bring benefits to a small number of people and is seen as an "emergency solution" for a stadium that did not meet FIFA requirements. Starting with Ledesma-Sosa (2022), the different elements of tourist infrastructure that the venues proposed by Mexico for the 2026 World Cup had been evaluated; it was concluded that the Mexico City-Estadio Azteca venue did not have the requirements requested by FIFA to host the mega event. Years later, with the application of this research,



the evident lack of information about the CEA on the part of the inhabitants is visible; they know the proposal and the scope, but not in general terms. From speculation through social networks, a social imaginary of the mega project was created, which has happened in other mega events at an international level.

Conclusions

Without a doubt, when it comes to type A mega events, political and private decision-making leads to continuing with the plans established for the expected economic spillover, sometimes leaving aside the voice of the uncomfortable neighbor. The ideal is not to fight and be categorical in not carrying out projects that allow local development, but it is relevant to consider the host community and the negative impacts that are already being experienced in it.

Based on this research, it can be seen that there is a scenario that would help political decision-making to have the least possible impact on the host community, which is already facing various problems such as water shortages, insecurity, traffic chaos, increased property taxes, gentrification, and social displacement. The scenario is (+, -) "closest to reality", since collaboration between the actors involved can occur from the cultural sector, non-profit, and encompassing the host citizens, without forgetting to take into account the background of past editions.

As has been seen from previous World Cup experiences, the 2026 Mexico City venue is only a pretext to use the population of Santa Ursula Coapa as a bargaining chip; the negotiations for a mega-project that has no place ended up breaking the little relationship that existed between government and citizens. Therefore, works like this allow, through the analysis of the various voices, to propose a scenario that allows the mega event to be carried out in the most balanced way possible.

The prospective scenarios presented in this article can be seen as alternatives to be applied during the celebration of the mega sporting event. Each scenario contains quality information that can be applied and brought to reality. Similarly, academically, these scenarios allow us to analyze the urban culture of the area, and the why of many questions related to a mega sporting event, the behavior and social representation of the inhabitants of Santa Ursula Coapa.

The importance of public policies in the context of megaprojects cannot be overlooked in order to host a mega sporting event in an area that has already been harmed by the decision-making of government actors, which has led to an overexploitation of resources with private infrastructure, leaving aside the inhabitants who surround the periphery. Therefore, carrying out this type of research from the academic side has certain advantages and limitations, such as trying to work with certain voices, which would be important to add to this methodology. Such is the case of those actors who have political decision-making in their hands, since the inhabitants of Santa Ursula Coapa repeatedly mention the various speeches put forward by government leaders, without considering the feelings of the population. Therefore, the guidelines are opened for possible research focused on the analysis of national, state, and international political discourse and the feelings of the population.

Finally, the use of the PAPEP methodology can be a tool that allows the qualitative listening of the population's feelings, to which elements in the voice of the sovereign must be added in order to have a certain degree of closeness to the voice of the leadership. One limitation of the research is that the PAPEP was carried out, among others things, with the aim of being applied in Latin America and the Caribbean, with a democratic perspective, and with the attempt to comply with SDG 16; however, when working with political actors, there are certain barriers with these countries that limit the complement of results that can permeate better decision-making. Without a doubt, prospective research from qualitative scenarios requires great skill from the researcher, so this is a new line of knowledge regarding sports tourism events that can be reinforced and studied, since mega-events bring mass tourism that generates environmental and social impacts that must be adequately planned considering all the actors involved.

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