

FACTORS INFLUENCING THE SUPPORT OF RESIDENTS TOWARDS MEGA EVENTS

A study of FIFA World Cup 2014 in (Natal / RN / Brazil)

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This study aims to make a contribution to the popular knowledge on the mega events in Brazil. This is a frequent theme of interest because of the impact generated by mega events and the big gap existing in the specific tourism literature. The main objective was to investigate the factors influencing the support of the residents toward mega events. There has been identified a validated theoretical model that can be considered the basis for the empirical research with emphasis in Gursoy & Kendall (2006) and Nunkoo & Ramikisson (2011). The residents of Natal / RN, one of the host cities of the 2014 FIFA World Cup, have been chosen as the study universe. A survey was made using 400 questionnaires respecting the urban conglomerates and covering distinctive profiles of the society in focus. Among the eleven (11) tested hypotheses, 7 (seven) were validated and 4 (four) denied. This study finds the model's validity and suggests a dependence of the theoretical vector "trust", "perceived benefits" and "support".

KEY WORDS: *tourism, mega events, residents, support, FIFA World Cup 2014.*