

**THE VOCATION OF BRAZILIAN NORTHEAST FOR TOURISM IS PART OF A DISCOURSE
PLAYED FROM THE 1980S AND SERVED AS ONE OF THE ARGUMENTS TO JUSTIFY THE
CHOICE OF FOUR VENUES OF THE FIFA WORLD CUP 2014 IN THE REGION**

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Focusing on the many controversies surrounding the legacy left by the event, this study aimed to evaluate the discourses that permeate the tourism development promise of the Brazilian Northeast from the 2014 FIFA World Cup. Therefore, three discursive positions on the theme have been analyzed: the organizers, the press and the society, accessed through interviews, direct observation and documents. As method, the Foucauldian Discourse Analysis was used, while the Post-Development Theory was adopted as a theoretical lens. Findings reveal two discursive formations that are opposed to the understanding of inheritance provided by the event for tourism in the region.

KEY WORDS: *FIFA World Cup, tourism, Brazilian Northeast, Foucauldian Discourse Analysis, Post-Development Theory.*