

OLYMPIC GAMES RIO 2016 AND WORLD CUP 2014
A Comparative Analysis between Domestic and International Tourist Demand

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The present study aimed to investigate the tourist demand of the Rio 2016 Olympic Games and the 2014 World Cup, and to analyze in a comparative way the profile, the travel habits and the perception of impacts in the host destination. For this purpose, a primary, quantitative, face-to-face research was conducted during the two mega-events (in August 2016 and July 2014, respectively). The sample collected was 2678 domestic tourists and 872 international tourists during the 2014 World Cup and 399 domestic tourists 417 international tourists during the Rio 2016 Olympic Games. The data points to many similarities and differences between these groups surveyed. It is observed in the tourist demand of the Olympic Games, a greater interaction with the host city and the surrounding destinations, considering even a longer stay, both for the domestic and international tourist, compared to those of the World Cup. It is perceived that the fact that the event happens in a single destination, favors this experience and even for greater interaction with different cultures, given the positive perception of some intangible legacies that are difficult to measure, such as cultural Exchange and joy of the people. The results of this study can be used in a strategic way, by future destinations for sports mega-events, as well as by public and private managers and researchers who study the subject matter.

KEY WORDS: *Tourist, mega sports event, Olympic Games 2016, World Cup 2014, Rio de Janeiro.*