

EXPANDING THE HORIZONS AND LEARNING NEW THINGS:

The Image of Events, from the Perspective of Visitors to the Feast of São João in Campina Grande, Paraíba, Brasil.

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The image of events is a growing subject of academic research. The series of perceptions that an individual has about an event can be interpreted as its image. This study analyzes the image of the "Feast of São João" which takes place in Campina Grande, Paraíba, in the perceptions of visitors to the event. To do this, it was sought to investigate the relationships between the variables that form the perspective of the visitor and to understand which of the six dimensions of the image of an event have a greater power of explanation for the satisfaction of the visitor. This quantitative, exploratory and descriptive study uses the scientific method, and a literature review and survey as the research techniques. Two stages were established; first, a literature was carried out on databases and scientific journals, and secondly, field research conducted in the Parque do Povo. A total of 516 individuals were interviewed over the seven days of the Feast of São João, in its 2014 edition. The data analysis used descriptive statistical techniques (frequency, mean, mode, median, standard deviation) and multivariate techniques (Pearson's correlation and logistic regression). Among the main results, the item "benefit" was the one that received the best assessment in the perception of visitors, while "facilities" were the one with the worst assessment. Finally, the results found are of great importance to the events organizers, as they evaluate the visitor profile and satisfaction, also addressing aspects of the event image as a whole.

KEY WORDS: *Tourism, festivals, event image, Feast of São João, Campina Grande/PB.*