

ABSTRACT

The tourism of events has increased its importance as a factor able to attenuate seasonality effects. In this way, 'micaretas' are becoming great attractive features for some destinations. From this events results opportunities and risks in different dimensions: economical, social and ecological. Thus, this work aims to identify positive and negative impacts generated by 'micaretas' and presents the main impacts of "Carnatal", the out of season carnival occurred in Natal, Rio Grande do Norte.

KEYWORDS: Tourism. Events. Carnival. Impacts. Micaretas. "Carnatal".