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**HOST RESIDENTS' PERCEPTIONS TOWARDS
A MEGA EVENT: THE CASE OF THE
ATHENS 2004 OLYMPIC GAMES**

1. Introduction

Modern society's great spectacles can be called mega-events. The Olympic Games are probably the world's largest mega event, which can bring both benefits and costs to the host country/ community. Although mega-events are mainly seen in economic terms, in almost all cases they have a significant social effect (Jones, 2001). Despite the fact that the economic impacts of mega-events on host city and country are of utmost importance for both public and private institutions as well as for individuals, resident's more general views and perceptions of such events may add great value to the research field of mega-events. In Tourism Marketing and Event Management Literatures, the investigation of demographic characteristics is of utmost importance. In this study, we examine how the demographic profile of host residents and their perceptions about economic, cultural and environmental Olympic Games impacts influence their perceived overall satisfaction about the Olympic Games. This is the first attempt in Olympic Games literature to investigate such a gap.