

GESTIÓN AMBIENTAL EN EL SECTOR DE ALIMENTOS Y BEBIDAS EN LA COSTA DE ARACAJU (Sergipe - Brasil)

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Environmental Management of the Food and Beverage Sector at the Aracaju Coast (Brazil). The growth of the foods and beverage sector at the Aracaju's coast shows that enterprises pay more attention to the service quality and the environment. This study reveals the way in which the environmental management is perceived by businessmen and consumers. A survey was made using exploratory and descriptive research instruments focused on 7 (from 16) of International Chamber of Commerce (ICC) environment management principles that were adjusted to particularities of these businesses in order to evaluate environment quality (conjuncture aspects). Main results present an overview of the sector pointing out strong and weak elements as the consequence of the exploration of an area considered a fragile environment. Businessmen and consumers have different visions about the said aspects, what is an alert to improvement of services; to adequate they do customers expectations.

KEY WORDS: *tourist exploration, sustainability, foods and beverage sector.*