

SERGIPE (BRAZIL) BEACHES' ECONOMY FROM THE VIEWPOINT OF THEIR USERS

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In this paper it is assumed that beaches, more than being a place oriented towards leisure activities, have also an economy which deserves attention. In order to confirm this presumption a survey was made with 355 users of eleven beaches from five cities belonging to the State of Sergipe, Brazil. Main results reveal that the user profile is of young females with low levels of education and income, which indicates low consumption options and that the beach is their main leisure option. Most users consider that the products and services offered are not good; however they keep on going hoping that conditions will improve in the near futures. Therefore it can be concluded that beaches at present can only be an attraction for locals with low income and if tourist should be attracted the big investments have to be made in order to improve products and services rendered.

KEY WORDS: *beaches, beach economy, users, Sergipe (Brazil).*