

TOURISTS PERCEPTION OF THE SOCIO-ENVIRONMENTAL RESOURCES OF THE PRAIA DO MEIO, NATAL, BRAZIL

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The aim of this paper is to analyze the degree of interest, environmental sensitivity and satisfaction of tourists repeatedly visit the beach of Praia do Meio, Brazil. The quantitative approach was used and the results of 52 questionnaires filled in by tourist were transferred to a statistic's software to diagnose the perception of tourists about certain features of Praia do Meio. Thus, the result obtained showed that tourists have interest in social-environmental resources but observed that they are not being taken care off by the resident population and the public and private sector because there are no sustainable tourism policies related to the management of the destination. Therefore, it can conclude that the involvement of the public sector is needed in order to enhance the life quality of those living in and passing by this area.

KEY WORDS: *sustainable tourism, socio-environment sensitivity, tourist perception, Praia do Meio.*