

PERCEIVED RISKS OF SCUBA DIVING
An Investigation from the Perspective of the Consumer

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The study studies the perceived risks and their types of the behavior of consumers in the diving activity. The research has a qualitative, exploratory and descriptive approach. The research corpus was composed of interviews conducted with people of Brazilian nationality, of males and females over 18 and fewer than 50 years. The method of selection of participants was through the snow-ball technique and data collection conducted through semi-structured interviews. The results were analyzed through content analysis and indicated that even the diving activity is associated with moments of fun and relax, some risks are perceived. Among the most mentioned were physical risks and performance. People are afraid that something might harm their physical integrity, a disease or just a scratch, and has concerns that the equipment does not perform the expected function.

KEY WORDS: tourist marketing, perceived risks, diving activity, types of risks, qualitative research.