

BETWEEN THE SAND AND SUN
A Study About the Satisfaction of Professionals Working at Beach Huts

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This study aims to assess the satisfaction of professionals that work on beach's tents in order to draw some conclusions to support the management of life quality in this activity. The research is exploratory and quantitative in nature. The methodology used was the descriptive analysis and logistic regression method after application of a structured interview and closed in a sample of 101 professionals working in the hostels of the Praia do Futuro in Fortaleza (Ceará, Brazil). The sample is composed of 101 professionals working in the tents of 'Praia do Futuro', in Fortaleza, Brazil. Regarding overall satisfaction, it was found that only 37.6% of respondents are satisfied with their job. The results revealed that there is a greater likelihood of satisfaction when professionals who work in these beach tents feel secure with their jobs, have easy access to the human resources sector and when there is an open relationships with managers. However, the importance given to quality of services of these professionals is the factor that most influences the probability of satisfaction. Moreover, it was found that the environment, or work in beach tents, provides a low probability of satisfaction, which demonstrates the need to develop actions that will improve life quality for people engaged in this important activity for local tourism.

KEY WORDS: *employee satisfaction, beach huts, Fortaleza city, tourist services.*