

**HUMAN FACTORS THAT INFLUENCE THE SUCCESS OR FAILURE OF
ENVIRONMENTALLY SUSTAINABLE TOURISM**

**Public Perception of Managers of the Pólo Costa das Dunas do Rio Grande do Norte-
Brazil**

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This paper aims at analyzing the human factors that influence the success or failure of a municipal planning for environmentally sustainable tourism in the Pólo Costa das Dunas located in Rio Grande do Norte (Brazil). As for the methodology it is a descriptive study, with qualitative and quantitative approach for presenting both the content analysis of twenty-six interviews with municipal representatives, such as using quantitative techniques by using a statistical program for social sciences applied. The results indicate that people who are part of the partisan politics of municipal and state levels in some cases prevent the deployment of a project by political interest and discontinuity of people in prominent positions, ends up harming the progress of some projects and or other cases contribute to a renewal of such projects with new ideas brought by another person. It is concluded that municipalities Pólo Costa das Dunas need a political influence in a more positive through greater involvement of municipal secretaries to the achievement of environmentally sustainable tourism, flexibility for municipal managers can make decisions related to tourism and the environment and employees seek to maintain effective continuity of projects.

KEY WORDS: *human factors, environment, sustainable tourism, public managers, qualitative and quantitative methodology.*