

**THE GROWTH OF TOURISM AND SECONDARY RESIDENCES AND ITS
IMPLICATIONS ON THE REAL ESTATE SECTOR IN THE COASTAL CITIES OF
PARNAMIRIM/RN AND NÍSIA FLORESTA/RN (BRASIL)**

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Statistical data from the 1990s to present-day have indicated an increase in secondary residences and tourism in the state of Rio Grande do Norte (Brasil), particularly in the coastal municipalities in the greater Natal region. This, along with an increase along the Potiguar coast, has attracted investments in the real estate sector, given the ideal conditions to increase profitability. The objective of this paper is to identify the processes that lead to increased tourism and secondary residences along the coast in Parnamirim and Nísia Floresta, RN (Brasil) and the implications of this on the real estate market. The methodology used in this study included a literature review, a field visit, photographs and data collection in public organizations and institutions (IBGE, SETUR/RN, and municipal governments). We conclude that the increase in tourism along the Potiguar coast, by way of public policies that seek to improve access infrastructure to these areas, enabled an increase in secondary residences in these areas in addition to real estate investments, thus streamlining this sector.

KEY WORDS: *tourism, secondary residence, Real Estate Sector, Potiguar Coast.*