

Seasonality, Flexibility and Dynamic of Services in Leisure Spaces of the Potiguar Coast, Brazil

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Leisure express in the space an economic dynamics and an urbanization with specificities that is directly related to the seasonal characteristics of areas intended for this purpose. This work carried out with the objective to bring some contribution in order to better understand the nature of the relationships and interaction spaces established in the specialized areas for leisure activities and tourism, from the analysis of the functioning and dynamics of the Service Sector. The research had the following methodological procedures: survey data in bodies and governmental institutions; survey and georeferencing of commercial establishments and services; mapping of establishments; conducting interviews with entrepreneurs of commercial and service sectors. We conclude that although areas being addressed are different from each other as regards the aspects of population and socioeconomic factors, they feature an urban dynamics very similar, due to the flexibility of the flows and fixed, which are governed by the seasonal characteristics of specialized areas for recreation. As a result, we have a coastal urbanization, linear, fragmented and flexible, due to the flexibility of the flows (tourists and users of second leisure real estate) and fixed uses (commercial establishments and services).

Key Words: Services. Leisure. Flows. Seasonality. Potiguar coast/Brazil.

Introduction

The specialized spaces for leisure activities and tourism express a logical geographic and economic, identifying the occurrence of spatial interactions, where some central areas in relation to tourist activity are more beneficial, in terms of economic returns, than others - we should note and even assuming a complementary function, has an importance for the functioning of this activity (Fonseca, 2005, 2011).

The chosen spaces for the leisure activities are characterized by presenting internally a territorial division of labor, in which the central tourism concentrates the equipment and the basic tourism infrastructure (means of lodgings, restaurants, agencies, etc.), while others, situated around, have several attractions (local visitation), as a whole, contribute to the existence of the main manufacturing space of tourist activity, located in central activity (Sanchez, 1991; Fonseca, 2011). Each parcel of space exerts different roles and complements that result in an interaction space characterized by asymmetry. However, it is necessary to consider that the strengthening and expansion of tourist activity triggers the expansion of services and shops, including the villages of visitation.


Many tourist destinations are also marked by the presence of second residences¹ whose purpose is the leisure activities, so that the different uses of spaces facing this function ends in such areas as

economic dynamic and urbanization with specificities that is directly related to the seasonal characteristics of the use of the above mentioned areas.

Over time, with the improvement of access roads and the population density (permanent and floating), of urbanization with special notes, since the fixed (service establishments /commerce and residences) and flows (people and goods) arising in connection with the operation of these activities focused on the leisure offer great flexibility - a mark of the current society, as points Harvey (1992).

Face the problem mentioned above, emerge from questions that we will discuss in this work, as such: How are the space interactions within the spaces of leisure between the central areas (polo) and complementary (places of visitation) arising from the dynamics of commercial establishments and services?

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How do work the services and trade operations before the seasonality of flows of demand? What are the implications of seasonality in the economic dynamics of specialized areas in leisure? What are the special features of urbanization of specialized spaces for leisure activities?

The work aims to bring some contributions in order to understand the nature of the relationships and space interactions established in the specialist areas in leisure activities and tourism, from the analysis of the functioning and dynamics of the Service Sector.

Whereas the activities of trade and services are directly affected by seasonality, we assume the hypothesis that the dynamics of economic spaces of leisure are strongly marked by a flexibility of its

fixed and flows, which fluctuate with the high and low season, having its place of operation governed by space of floating population (tourists and user of second residence).

Methodological Procedures

The empirical basis of the research was based on the analysis of commercial and service sectors of two specialized areas for leisure, located in coastal ranges of three *potiguares* municipalities: Parnamirim and Nísia Floresta, belonging to the Pole Costa das Dunas (PCD) and Tibau - belonging to Pole Costa Branca (PCBS), located in the Northeastern Region of Brazil (see Figure 1).

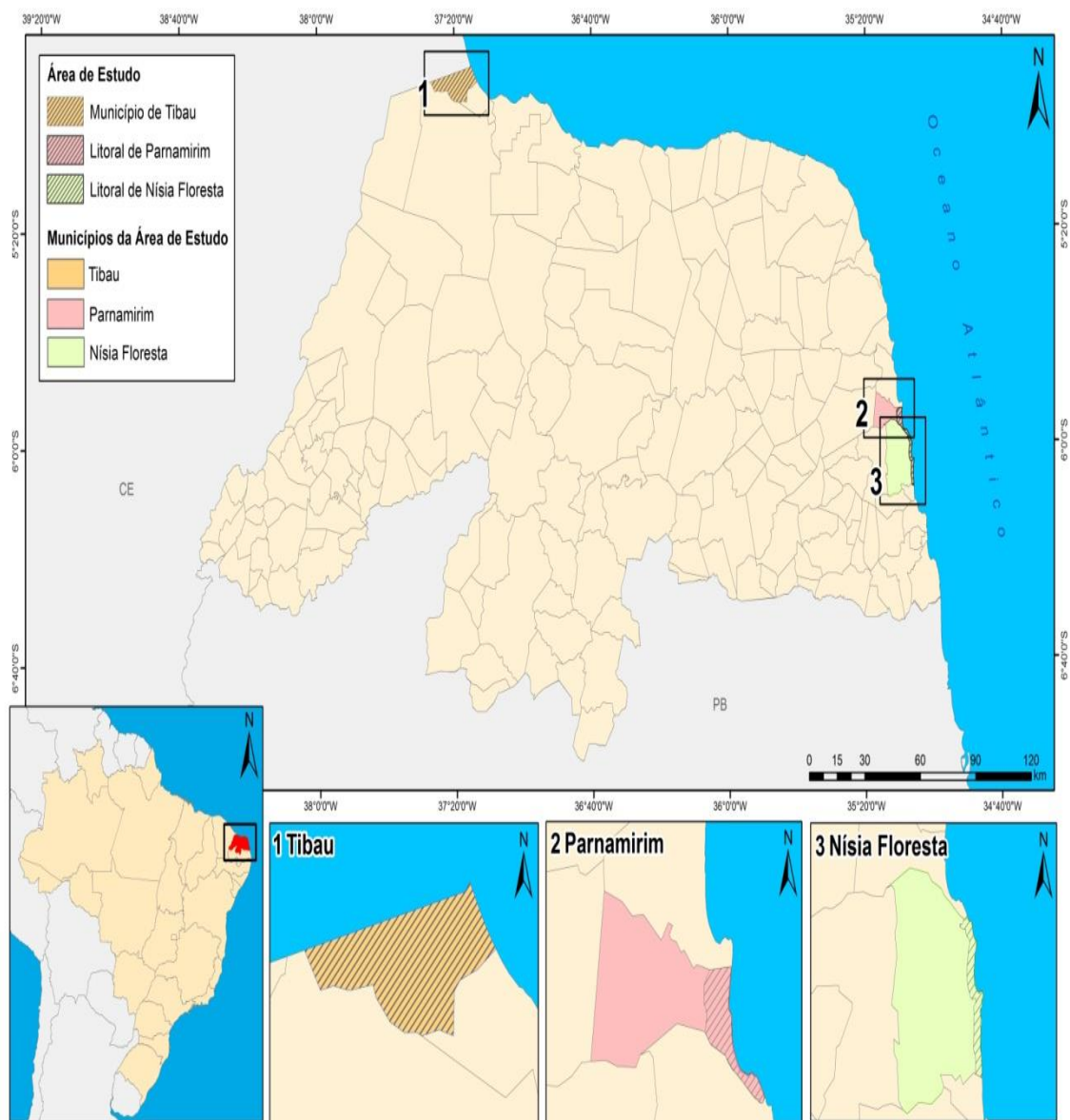


Figure 1 - Location of the study area , Arrangement: Mariana Torres.

The choice of the first two is justified by the fact that they are located near the main *Potiguar* tourist destination - Natal - and relying on attractions of great tourist visits. Such municipalities also concentrate a large number of second residences designed for leisure not only for the locals, but also to users from other localities. These two municipalities, although presenting characteristics quite distinct², show similarities with respect to the use and occupation process of coastal areas from leisure activities and tourism.

Unlike the two municipalities involved, in Tibau - located near the Mossoró - the tourist activity is very little or almost non-existent, however, this

area is characterized by being an important and traditional space for leisure strongly marked by the presence of second residences. Its origin is directly related to the practice of maritime resort times³, which drove their emancipation in 1995 (dismembered from the municipality of Grossos), as points Batista (2013).

The research had the following methodological procedures: survey data in organs and governmental institutions (IBGE, SETUR/RN, City Hall); survey and georeferencing of commercial establishments and services; mapping of establishments; photographic records; interviews with entrepreneurs in the business segment and service, as detailed in Table 1.

Table 1 - Sample Search

Cities Researched	Total Commercial establishments and Services	Sample
Tibau	165	106
Parnamirim	208	61
Nísia Floresta	156	37
Total	529	204

The 206 interviews were done during the months of January and February of 2012. It is important to emphasize that in Tibau was considered to be the whole of the commercial establishments and services, on the basis of the smallest dimension of this municipality in economic and population terms and by the fact that the role of the municipality involved in the dynamics of leisure. In Parnamirim and Nísia Floresta, were delimited only continental sectors, identified the data from the Brazilian Institute of Geography and Statistics (IBGE), whose main function is the leisure and tourism. In these last two municipalities, the specialized areas in leisure (beach areas) are distant from municipal centers, unlike Tibau.

We emphasize in this work that we will analyze the economical operation of a space whose primary function is the leisure activities, including tourism, which, in these areas, is mainly for the leisure use, having as main attraction the sun and the sea.

The fixed and flows in recreation areas

The idea of leisure as understood today will only occur with the industrial revolution. In pre-industrial society, work and leisure activities were not rigidly separated. This separation occurs only when emerges from an Industrial Society. Over the centuries XVIII, XIX and XX, the workers earned the right to leisure, which becomes possible by the reduction of working hours, the granting of free time on weekends and the right to paid leave.

In contemporary society, the free time for leisure had new meanings. The time acquires exchange

value, making it good in the consumer society. According to Baudrillard (2010, p. 201): "In the production real or imaginary 'consumer society', the time occupies a sort of privileged place", which did not exist in primitive societies. This privilege is contemporary and the result of the expansion of capitalist society, which transforms everything into a commodity, exchange value: the time, even at the cost of leisure, assumes, increasingly, an exchange value. In this sense, even the seats reserved for the leisure activities, which appear to be free of work, where the subject is taking refuge to recharge their energies, are products of labor, as puts Lefebvre (2008, p. 49-50): The places of recreation, as well as the new towns, separate from production, the point of spaces of leisure seem independent of work and 'free'. But they are linked to the sectors of work in organized consumption. These separate production spaces, as if it were possible to productive work, are places of recovery. Such places, seek to give an air of freedom and celebration, which populates of signs that do not have the production and work by meanings, is linked precisely to productive work. It is a typical example of space at the same time moved and unified. They are the very places where they reproduce the relations of production, which does not exclude, but includes the playback pure and simple of the reproduction of the labor force.

The fact is that, in contemporary society, the search for pleasure becomes something increasingly appreciated and encouraged, which makes the hedonism one of its main features. Activities related to leisure is being increasingly marketed to be a somewhat unique to sell new products. The expansion of

this phenomenon - the leisure - have driven the process of urbanization in various localities of the Brazilian Coast and in other areas of the world, leading to the growth of trade and services more specialized to meet a demand generated as a result of leisure.

The coast of Parnamirim and Nísia Floresta began to be structured for leisure in the 1960s, with the first segment of the construction of second homes on the Beach of Pirangi do Norte (Parnamirim) and, from the 1980s, at the same time, there is the emergence of tourist activity. Already in Tibau, since the 1930s, the area is occupied by vacationers who build second residences facing only for leisure.

Any activity of the geographic space generates flows and demand the deployment of fixed, that is, access roads, ports, airports, buildings of diverse nature (Santos, 2008b). In the case of tourist activity, the fixed constructed or natural (attractive) generate flows (people), which, in turn, generate the need for construction of new fixed, with a view that these areas should be equipped with shops, catering, hotels, access roads and traffic. As soon as such fixed generate new streams of tourists, users of second residence, services, products and goods. In other words, the fixed result in streams, which, in turn, require new fixed, a growing process that feeds back and advance age-, implying a space built ever more dense, in so far as the leisure activities expand.

For Santos (2008, p. 85A), "space is also and always formed from fixed and flows. We have fixed things, flows that originate from these fixed things, streams that reach these fixed things. All this, together, is the space".

Thus, for purposes of our analysis, we consider as fixed all objects used by tourists or users of second residences, be they natural objects (beaches, lagoons and other natural attractions) or artificial objects (roads, public lighting, paving of streets, hotels, inns, restaurants, recreation, etc.). In this sense, we believe that, in addition to the natural fixed, fixed artificial are essential for the development of leisure and tourism in coastal areas analyzed, without which the economic exploitation of such activities would be impossible.

In the case of Parnamirim and Nísia Floresta, the construction of RN-063, the improvement of access roads and the expansion of the Airport "Augusto Severo" were essential to the increase of second residences and the development of tourism. In the case of Tibau, roads were also important for the growth of houses, among them the State Highway RN-013, which connects Mossoró to Tibau, Grossos and Icapuí - CE, in addition to other highways, such as the BR-304, RN-Dehon Caenga, RN-12 and CE-261.

The commercial establishments and services are constituted in other fixed, whose growth was augmented from the flow generated by tourists and users of second residences, as shows the studies

carried out by Oliveira (2013). The deployment of these fixed in recent decades has resulted in a growing process of the production of urban space along the coast, whose dynamic is marked by seasonal use of space for leisure.

The expansion of services in the areas of leisure and tourism in Potiguar coast

The third party sector or services has complex characteristics and definitions quite comprehensive, due to the absence of a concept that is widely accepted by scholars. While the primary sectors (agriculture, livestock farming and mining) and secondary (industrial activities) are well characterized, having them and clarity with regard to what they produce and the activities they involved, the same does not occur with the tertiary sector.

This difficulty has led definitions simplistic and reductionist on this segment of activity. According to Offe (1991, p. 11-14): "the service sector covers everything that is not included in the production, mineral extraction and processing"; or "those are economic activities that may not be assigned or the primary sector (agriculture, mining) or the secondary sector (industry) "; or even definitions merely enumerative, who claim that the professions or services organizations "would cover trade, banking, insurance, public administration, business, health systems, education and judicial". According to this author, The definition attempts of activities of services from characteristics such as: 'high demand for training the workforce', 'has a special degree of interaction at work', 'intensive use of information and technologies', 'high labor force of female participation', always failed, due to the fact that capture only the specificities of a part of the activities classified as services (OFFE, 1991, p. 13).

Kon (1999, p. 65) Also discusses this issue, noting that "in the past the service sector was considered as residual in relation to the global economy, after consideration of the primary activities and secondary services were seen as intangible and towards lower productivity".

If, in the past, this sector had little relevance in the economies of the countries in the last decades, this framework has changed significantly, with the emergence of a new expansion phase of capitalist society (globalization), where there is the expansion of services motivated basically by the following factors: the productive restructuring (downsizing of companies and contracting of services, outsourcing) and the need for the production of new intangible products (which fit the tourist activities and leisure).

For Lipietz (1988), the tertiary encompasses the production of services and not the material production, and the tertiary activities can be found in any other sector, whether primary or secondary. For this author, ... the tertiary is defined only by the difference: what is not production of goods in a process of

capital appreciation. (...). It is tertiary which does not value capital by a process of material work. (...). Thus, it can be called tertiary sector these branches whose function is not the capital appreciation in material production (Lipietz, 1988, p. 178-179).

Thus, for the author referred to, the tertiary sector is characterized by not produce an object material from the work. It is a service that cannot be materialized. Another feature pointed out by the author is that the activities belonging to the tertiary may be present both in the primary sector and the secondary. According to Lipietz (1988), in industrial branches can be activities that are not linked to production material, such as, for example, employees, engineers, direction. This is what the author calls *tertiary activities* of secondary (or primary)" (Lipietz, 1988, p. 179). The author also makes distinctions between the tertiary sector and the tertiary activities, defining them as follows:

- *The Tertiary Sector* - includes the trade, financial and insurance services, the non-market services (administration, education, etc.) and non-market services provided to companies and individuals.

- *The Tertiary Activities* - found within the tertiary sector, but also of primary sectors and secondary (tertiary). Grossly, cover the socio-professional categories of professionals and employees. In this group, are the self-employed and their family helpers.

In the case of locations where develop tourist activities and leisure, it is the deployment of a series of services which fall in the tertiary sector (catering, lodging, entertainment, among others), offered to individuals, resulting in the production area of a tourist area. In this respect, Sanchez (1991, p. 223) points out that: *The space tourism takes a productive function, by the fact that it is the use of physical factors that need a wide range of services for which its use may be effective. (...) In itself, the physical space - sea, beach, sun - does not assign a business role (...). Which converts into a productive space is that territory where services are located and the required need for the idle space can be used as such.*

One of the typical characteristics of the services offered by tourist activity is that, in large part, these are characterized by their intangibility and are strongly marked by emotional aspects. Discussing the nature of tourist services, Urry (1999, p. 103) Notes that "the product of service is predominantly intangible. Thus, although there are certain tangible items, such as food, travel or the drinks, the basic elements are intangible".

The tourist expects to be treated well from the first moment in which he decides to travel, when looking for a travel agency, to the storage of their bags in the hotel where you are staying. He expects to be well served by travel agents, by the commissioners of the airlines, by the waiter in restaurants and the hotel staff where you are staying. The guest well answered in a hotel will return to this not only

by its physical structure, but with the service received, the promptness and efficiency with which had their requests met, among other factors.

In this sense, the employees of this branch are often encouraged to smile and remember the name of the client. For Urry (1999), this is the "marketing of human feeling", in which these employees "sell" sympathy without obtaining greater remuneration for this. Second Urry (1999, p. 100), "It may be argued, however, that this emotional work is very difficult, asking for too much and you do not get recognition and is relatively poorly rewarded".

In summary, the intangibility of tourist services is directly linked to the way in which offers a product, the attitude of the person who is offering it, and not necessarily to the product itself. The quality of service is the soul of business tourism services and is difficult to be measured.

The capitalist society turns almost everything into a commodity, assigning value to exchange not only the objects, but even to human relations, making them hidden. In relation to the value of an exchange assigned even to these relations, as a result of the consumer society contemporary, Baudrillard (2010, p. 215) says: *It is of the whole network of personalized communication that invades the consumption routine. It is, in fact, the consumption - consumption of human relations, of solidarity, of reciprocity, of heat and social participation standardized in the form of services, consumption of permanent concern of sincerity and zeal, but also, of course, simple consumption of signs this concern - even more vital for the individual that the organic food in a system in which the social distance and the atrocity of social relations constitute the objective rule.*

The loss of the human relation (spontaneous, reciprocal and symbolic) is the fundamental fact of our societies.

Thus, the human relations began to be mediated by that Baudrillard (2010) calls "institutional smile", although companies do not reward their employees for this performance. This is one of the ingredients of their "efficiency". It is aimed this process that stewardess distributes sympathy and the hotel receptionist and the waiter of the restaurant are helpful, simulating an approximation that will never be real when it comes to business-customer.

The areas of recreation and tourism demand a wide variety of types of infrastructure and public and private services, such as: roads, garbage collection, cleaning and maintenance of streets, public lighting, security, public transportation, health services, water supply and energy and sanitation, bars, restaurants, hotels, vacation homes, among others. The absence of such fixed pledges or invalidate the flows of floating population, represented both by tourists themselves and by users of the vacation rentals or vacation. The services, whether tangible or intangible, are

essential for the development of these areas as recreational areas.

In the case of areas-object of the present study, we found that, in recent decades, there has been a significant expansion of services and trade to meet the growing demand from users, as indicate the studies carried out by Oliveira (2013) and Batis-

ta (2013). Data from field research shows that the majority of establishments interviewed started its activities in the last two decades, between the period 1993 and 2012, as presented in Table 2 below, precisely when there is the expansion of tourism and the intensification of the use of houses.

Table 2 - the Period of opening of commercial establishments and services

Period	Parnamirim and Nísia Floresta		Tibau	
	N	%	N	%
1972 - 1982	06	6.12	04	3.74
1983 - 1992	10	10.20	13	12.15
1993 - 2002	30	30.61	24	22.43
2003 - 2012	51	52.04	65	60.75
Not reported	01	1.02	-	-
Total	98	100	106	100

Thus, in the period between 1993 and 2012, 82.65% of establishments were in operation on the coast of Parnamirim e Nísia Floresta, while in Tibau, 83.18% of the establishments also started their activities in the same period.

In the work field , 529 establishments were accounted of trade and services on the coast of Par-

namirim and Nísia Floresta, as well as in Tibau, as shown in Table 3, that meet not only the tourist demand and user of second residence, but also among local residents . Our focus will be the services used by the first two groups (tourists and users of second residence).

Table 3 - commercial establishments and services - 2012

Categories	Nísia Floresta	Parnamirim	Tibau
1. Hotel, inn, resort	11	11	12
2. Bar, tents, restaurant, pizzeria, creperie snack bars, ice-cream parlors, sandwich bar and tapioca bar	70	68	60
3. Aquatic Park, museum	2	0	-
4. Fair and craft shops , fair of Pium fruit, boat tour of Marina Badauê	1	5	-
5. Supermarket, emporiums, gas and beverage distributor, bakery, grocery and convenience	30	27	29
6. Facilities of construction material, furniture store, logging, stone distributor, pre-molded shop, clothing store, flower shop	7	28	28
7. Sawmill, Tire repair, mechanical workshop, services and maintenance of pumps, refrigerators, antennas, swimming pools	9	13	6
8. Beauty salon, fitness center, cyber cafe, scaffolding rental, motorcycle rental, pet shop, laundry, establishment of private security, public transport company, fuel station	7	23	24
9. Pharmacies and clinical laboratory, dental office	1	6	3
10. Health care facilities or hospital	4	2	-
11. Police Station, station and police stations	1	3	-
12. Schools	5	8	-
13. Churches	5	4	-
14. Post office	1	2	1
15. District City Hall; water and sewage services	1	1	-
16. Dance Club, associations, colony of fishermen, sports gymnasium	1	7	2
TOTAL	156	208	165

Include services related to restoration in three municipalities, namely: "Bar, tents, restaurant, pizzeria, creperie, snack bars, ice-cream parlors, sandwich bar and tapioca bar" - about 45% of the total establishments in Nísia Floresta, 36% in Tibau and 33% in Parnamirim. Of these services, the tourists

tend to use those who are closest to the tourist attraction visited. In the case of Parnamirim, in the "Largest Cashew Tree in the World" and its surroundings (Craft Fair), and, in the case of Nísia Floresta, the services offered in these establishments surrounding

the Arituba Lagoon, which are related to restaurants and bar.

Already a user of second residence needs to establishments that sell food. The "Supermarkets, emporiums, gas and beverage distributor, bakery and convenience stores" constitute the second typology of establishments that appears with greater frequency.

In general, tourists and users of second residence are satisfied with the services offered in these locations, and a considerable percentage of tourists (42.71%) revealed high satisfaction, while the majority of users of second residence said that median: 69.23% in Tibau, 69.17% in Nísia Floresta and 61.76% in Parnamirim.

Because they are complementary to the economy of Natal (Parnamirim and Nísia Floresta) and Mossoró (Tibau), does not justify a greater offer of services and trade, although the use of space for leisure will require an increase in the number of establishments related to this activity.

Seasonality of fixed and flows in recreation areas

The seasonality is one of the specific features of the rationality of space areas that have been specializing in and for leisure or tourism. The dynamic and suspended seasonal promoted by an urban society in search of leisure in seaside atmosphere is a reality that has been interfering with greatly in spatial dynamics of coastal localities. This observation leads us to the following question: What are the rationality and the implications of seasonality in the operation of specialized locations in leisure and tourism?

To begin our discussion, we assume the following hypothesis: the urbanization of coastal villages specialized in leisure has been marked by a temporal flexibility of flows and the operation of fixed, whose dynamics are differentiates between the low and high season.

The economic rationality of reproduced spaces within the logic of leisure generates the need for production of geographic objects and the generation of flows of people, resources, products and information. Following with this vision, Santos (2008b, p. 40. 301) Says: "The spaces of rationality operate as a regulated mechanism, where each part shall convene the other the if but in movement, from a centralized command". This control is exercised by polo issuing the flow of tourists and vacationers, with the power to define and "enlighten" the additional spaces containing tourist attractions.

The centralized command here in focus is located in the capital of the State and the regional capital - Natal and Mossoró - both with political power and economic and engaged in exploitation of space, triggering the generation of road traffic, the expansion of urbanization, the creation of new activities and the abandonment of other traditional, promoting a restructuring of space coast.

From the post-war, the economic agents has been recreating strategies both for the promotion of circulation and absorption of surplus capital, looking for new ways to come to move the capital within the supply chain, as well as to expand its borders. And the social value of the coastline, fueled by urban society, that we have a new product to be inserted on the market: the space of leisure. As Sanchez (1991), promoting the area of leisure by society that will generate a recovery and a product. This recovery will cause changes in the space, so their attributes (physical, historical and cultural) come to pass to make the production.

The analysis of social valuation of beach, creating a space-product, becomes from the differences "speculated" by capital, and they their beauty coastal landscape and its mild climate, that give the singularity that will promote its insertion in territorial division of labor. As Carlos (2011), we must understand the production of space of leisure activities such as the construction of speculative territory for the capital, undertaken this construction by various social agents. Harvey (2005, p. 171) also notes that "the power to organize the space comes from a complex set of forces deployed by various social factors".

The logic of capital, promoting the marketing of the coast, has been generating "rational ways" of organization and Socio-spatial practices within the hegemonic discourse, in favor of development, backed up by the seasonal activities of leisure and tourism. From the theoretical construction of the concept of rationality. Discussing the rationality of geographic space, Santos (2008b, p. 40. 291) notes that, (...) *the way of the rationalization process, after (successively) reached the economy, culture, politics, interpersonal relations and their own individual behavior, now, at the end of the 20th century, would be installing it in their own way of life of men, that is, the geographical environment.*

The production of rational spaces, installing it in the middle of the lives of the men, extends the analysis of this production to the plane of the living and leisure, which raises the understanding of demand for homes for occasional use or second residence and hotel equipment and non-hotel accommodation in the coastal areas, representing over one of the possibilities for urban expansion at the service of capital. Examining the development of capitalism, Lefebvre (2008, p. 157) says that ... *He did not limit himself to integrate the existing space by inserting it in its extension; he instituted new sectors, inserting them in their expansion. In Europe and in countries advanced industrial, recreation became an industry of paramount importance. By means of recreation, were won over the sea, the mountains and the deserts. The industry of leisure is combined with that of the construction to extend the cities and urbanization along the coasts and in the mountainous regions.*

The regime of flexible accumulation and the neo-liberal policy introduced on an international

scale are taken as thread for D. Harvey analyze the rationality of processes that promote the expansion of the boundaries of capital and that, according to this author, bring them new ways to produce and to occupy the space, which means a strategic mode of the capitalist system of production to solve the crisis of capital overaccumulation, which is inherent in such a system, thereby promoting the reordering the true space, through geographic expansion and spatial reorganization (Harvey, 1992, 2011).

Inserted in this rationality, the frontiers advancement of capital, the coast line is the strip that is imposed as privileged space, as pointed out by Angels and Oliveira (2009, p. 204): "... the coastal regions has remained as privileged spaces for the new dynamics of production, consumption and circulation of goods and people, at the time that the capitalist system global emphasized flexibility and fluidity". Extensive areas with low population density and spatial adding the capital locations possible for its expansion.

Table 1 - The implications of seasonality in the specialized areas in leisure and tourism

Characteristics	Low season (March to November)	High season (December to February)
Flow of People	Reduction in the number of visitors and users of second residences.	Increase of tourists and users of second residences.
Population Density	Low population density	High population density
Economic Dynamics	Decrease in the marketing of products and goods Lack of jobs Downturn in trade and Services. Lack of cultural events.	An increase in the provision of services and sales in the Commercial Sector Generation of jobs Reopening of trade and services and diversification of establishments in operation. Temporary Installation of ventures from other municipalities. Promotion of cultural events with musical groups of projection. Achievement of sports competitions.
Morphology	Geographic Objects in operation concentrated on district headquarters offshore	Geographic Objects in operation extended along the coastal strip
Mobility	Precarious urban mobility. Means of transport (municipal and intermunicipal) reduced (reduction of fleet bus, taxi and mototaxi).	High urban mobility. An increase in the fleet of means of transport (municipal and intermunicipal). Appearance of cars and transport illegal immigrants.
Urban Infrastructure	Supply and distribution of electricity and water performed regularly in the urban area. Garbage Collection performed on a regular basis only municipal headquarters.	Supply and distribution of electricity and water held precariously across the coastal strip. Garbage Collection held precariously across the urban area.
Action of the Municipal Public Power	Reduction in the framework of municipal officials. Decrease in tax collections	Increase in the framework of municipal officials outsourced, especially in the sector on the cleaning. An increase in the collection of taxes

From the context outlined above, where it is highlighted the flexibility and fluidity that characterize contemporary society in its various dimensions, we went back to an analysis of the implications of seasonality, as one of the typical characteristics of economic rationality and spatial areas that has been specializing in and for leisure and tourism.

In the light of the research carried out, we can say that its materialization is manifested from some symmetries in the functioning of coastal localities. Such symmetries are related to urban morphology, population density, mobility, urban dynamics, urban infrastructure, action of municipal public power and cultural events, as shown in Table 1.

We have chosen three characteristics the table above which we consider of the utmost importance to

deepen the discussion on the implications of seasonality in urban coastal areas: the economy; the morphology and the action of the Municipal public power.

The seasonal *economic dynamics* imposes itself as a limiting factor in the maintenance and growth of the economy in the areas supported in trade and services sectors, because it is a dynamic that is linked to the oscillation of the flow of tourists and vacationers throughout the year, in the movement of the low and high season, which requires the business management the creation of alternatives to deal with the specificities of each temporality. The municipality of Tibau, which has a population of 3,680 inhabitants, according to data from IBGE (2010), presents a significantly increased in high-season, coming to have approximately 120,000 peo-

ple in this period, according to information obtained from the City Hall.

Already in Parnamirim and Nísia Floresta, we have a fixed population along the coastline of 10,060 inhabitants, occurring, with the arrival of the high season, a significant increase of floating population. The urban areas in coastal focus has its daily reality overthrown, when no longer count, for three consecutive months, with a community life. This fact presents itself as one of the main characteristics of these coastal locations in the high season.

The low season is characterized by declines in sales of trade and services and the lack of employment in coastal localities related to leisure activities and tourism. To deal with the characteristic reduction of that period, 53.27% of entrepreneurs of Tibau say that in large part, the profit of the high season is intended as a reserve fund to cope with the difficulties of low season, when they will develop other strategies, such as: reduction of labor, inventory, and costs. In Parnamirim and Nísia Floresta, the table repeats: 40.82% of the respondents reported that the demand declines in low season and 16.33% also said they would use the profitability of this summer season.

The economic reality changes in high season when you have an increase in sales of the sector of trade and services; employment generation; reopening of trade and services, with a diversification and insertion of new ventures from other municipalities and states. It was observed that among the companies interviewed there are branches of the neighboring cities moving in these coastal areas, mainly those of the two main places of command: Natal and Mossoró. In Tibau was found a percentage of 14% of companies with headquarters in other municipalities and 9.18% in coastal towns of Parnamirim and Nísia Floresta.

The *morphology* of the area, from its relational analysis between forms and dynamic, and social space helped us in understanding the distribution and operation of fixed and flows in coastal locations. In the field, we realized that, in the course of the year and within the movement of high and low season, the spatial objects or fixed are in space and time in a flexible way. It is important to highlight that the flexibility of fixed that we are focusing on is related to the operation of these depending on the flow of people in search of leisure and tourism moving to the edges of the coast, holiday periods, holidays and weekends.

In low season, characterized by a reduction of the flow of tourists and vacationers, was found the downturn in trade and services, with the reduction of establishments in operation. In Parnamirim and Nísia Floresta, we have a total of 9.18% of establishments that do not work during the period of low season and in Tibau it is the closure of activities in 18% of establishments in the same period.

Already in high season, with the increase in the flow of people, we will have the reactivation of these geographic objects, which remained without the use during the low season and the insertion of new ven-

tures from other municipalities and states, thus causing a real metamorphosis of the territory. During the day, the beach offers leisure and recreation with restoration along coast, clubs with aquatic park, buggy rides, boat, airfields and practice of *kit-surf*. At night, presentations with bands of renown regional and national, with concert venues assembled in tents and the achievement of sports tournaments along the coastal strip. Such a framework is not retained during the low season, when they are true "ghost towns", where the resident is replaced by redeemed his daily life marked by the life of the Community and neighborhood.

The *action of the municipal public power* is also governed by the seasonality, needing to redefine its staff and resources to meet a fluctuating demand, mainly in the sectors of cleanliness and safety. This demand has been causing difficulty of public management, by having to meet an extensive area and demographically dense during three months, in the face of a lack of planning and, in some cases, in the face of scarce resources, according to the local municipalities.

It is important to highlight that the greater part of the resources that sustain the expenses of the municipality of Tibau do come from current revenues by transfer, of which we highlight the pass-through of the Fund for the Participation of Municipalities (FPM), thus reflecting the inability of the county to generate their own revenue. Already the Property Tax (IPTU) does not have its collection held forcefully so that there is no conflict between the residents and the local Municipality, a clear demonstration of reason of election favors. The coastal area of the municipality of Nisia Floresta resembles the Tibau, as regards the precariousness of public services. Already in the town of Parnamirim, which has a collection of own resources as a function of other economic activities and also by having a greater deepening of permanent population along the coastal strip, the urban infrastructure is more satisfactory, however is still deficient in some areas.

Final considerations

The flexibility is a hallmark of contemporary society, especially when it comes to activities for leisure and tourism, since activities are of great mobility, marked by strong season effect and distinct (the high and low season).

The analysis of seasonality, while one of the specific features of the economic rationality of spatial areas that has been specializing in and for leisure and tourism, revealed the following:

- 1 - The occurrence of a subversion of the daily life of coastal towns, with overlapping temporalities of tourists and vacationers, in relation to the residents. The rationality of space is governed by tourists and

vacationers, holders of resources to consume and modify the space in search of leisure;

2 - The existence of a weak local economy based in the offering of services geared to the leisure, that is the dependence of seasonality, this being a limiting factor for the development of coastal areas here focused on. The flexibility of the flows generates flexibility in the uses of fixed (commercial establishments and services). Some fixed, even disappear in the period of low season, while others see their use and purpose remain in dependence of the occurrence and intensity of flows. The weak economy is justified, paradoxically, by the strong centrality exerted by Natal and Mossoró, which, at the same time, drive and inhibit the development of the local economy, because, in addition to constitute important areas of floating population, its proximity, diversity of products and services, as well as the ease of credit difficult to expansion of services and trade in these localities.

3 - Great susceptibility to these areas in relation to the areas of tourists and users of second residences. The economic dynamics of leisure areas depends on the areas, not just on the basis of demand, but also because entrepreneurs such localities exploit business especially in high season, so that the spatial interactions are intense areas between transmitting and receiving.

4 - There is a relationship between the development of tourism and the expansion and diversification of trade and services. As the survey data, the services have higher growth precisely when these areas are reused for tourism. (1993-2012), and Parnamirim the locality where this relation is more evident.

5 - A difficulty in the administration and management of areas that have distinct territorialities (permanent population and floating), according to the seasonality of flows of people. Managers should meet the needs of different users and which consume the space also differently. In addition, some are voters (residents), while others do not feel committed to the locality, having in some cases an affective relationship with the place (users of second residence) and others are only interested in the pursuit of instant pleasure and satisfaction in the space consumption (tourists). As a result of this diversity of agents entered in the same space, the municipal administration has difficulty in meet all demands.

It is concluded that, although the areas being addressed are different from each other as regards the aspects population and socioeconomic, they feature an urban dynamics very similar, due to the flexibility of the flows and fixed that are governed by the seasonal characteristics of specialized areas for recreation.

The real estate speculation found in the coastal area generates an extended urbanization which is a complicating factor, causing difficulty for the public administration, to the extent that the demand generates high costs for the deployment of infrastructure

and the provision of basic services, such as security and cleaning and more: the seasonality that characterizes its economy does not generate wealth enough to justify such investments on the part of the municipality. It is important to emphasize that the deployment of services (public and private) will be first more satisfactorily in some areas that are showing a higher level of population density. As a result, we have a coastal urbanization, linear, fragmented and flexible, due to the flexibility of flows and uses fixed.

Notes

1. In Brazil, are also popularly called "beach house", "summerhouse", "farm", "grange", "country house", "ranch", among other less known. In other countries, the secondary residence also assumes various designations. In France: residence secondair, mai-son de campagne, residence touristique; in Spain: segunda casa, segundo hogar, casas vacacionales; in Italy: seconda casa; in countries of Anglo-Saxon language: second home, vacation home (Tulik, 2001).
2. The two municipalities have huge differences in terms of population, economic strength and the Municipal Human Development Index (IDHM).
3. Maritime resort times, according to Dantas and Pereira (2010), refers to the practices of leisure seaside, whose origin dates back to the 19th century, having been disseminated in Brazil along 20th century.

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