

PARTICIPATORY TOURISM MANAGEMENT
An Analysis on the Use of Information and Communication Tools (ICT) by Tourism Public Organizations

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This study aims to examine the use of ICT by tourism public organization of the host cities the World Cup 2014 to be held in Brazil and its application to management participatory tourism. The research was based on the use of documentary study method based on data qualitative collection and divided into two stages. In the first stages tried to identify the main instruments available to encourage social participation in Brazil through the websites of the Federal Government and the Ministry of Tourism; and the second stages were analyzed websites of the municipalities in the Brazilians State Capitals that are the host cities of 2014 World Cup, aiming to observe the existence of a space for citizen participation in the county, there are of Public Tourism Town Organization and tools Participatory management of Tourism released by this Organization. There was a lot of possibilities of information to citizens, but few opportunities to participate in decision-making processes. In relation to tourism, the process decision-making occurs on only in the view of the activity managers and their advisers.

KEY WORDS: *participatory management, tourism, ICT.*