

**DIALOGICAL ROUTING: THE APPRECIATION OF THE DIALOGUE IN THE
CONSTRUCTION AND IMPLEMENTATION OF TOURIST ROUTES IN PALACIOS DO RIO
AND CENTER FOR COMMUNITY TOURISM IN THE AMAZON PROJECTS (BRAZIL)**

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This article presents a survey of the main discussion on tourism studies today. From these studies, it was identified that participatory planning is one of the most recurrent solutions, although it is admittedly one of the most difficult tasks. Among activities that integrate planning, we highlight the process of creating a script that will be treated as an expression of dialogue and negotiation between social actors directly involved, in order to maximize the benefits generated by tourism. Thus, we initially presented a literature review that supports the discussion about dialogic routing. In intention to structure the discussion, will be characterized four different types of routing, for, then, are analyzed in the light of the concepts espoused. Then, two projects will be exposed to illustrate the paradigm shift concerning about the construction and marketing of tourist routes.

KEY WORDS: *routing, participatory planning, dialogue.*