

TOURISM AND HERITAGE POLICIES IN SALTA (ARGENTINA)
Protection, Uses and Dissonance Concerning its Historic District

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During the last decade Salta (northwestern Argentina) has reinforced its role as a leading tourist destination at both national and regional scales. This can be explained by general tourist flows intensification in Argentina, the consolidation of tourism industry in Salta, the connectivity that the local airport has achieved, and a provincial public policy that has considered tourism as an activity of first importance. The main purpose of this article is to analyze the tourism and heritage policies designed by provincial government taking into account: a) the positive ideas about tourism that were used to justify these policies; b) the reaffirmation of place attractiveness based on local heritage aspects; and c) the actions designed to protect and display local heritage in order to improve tourism consumption. The paper also investigates heritage dissonance that has arisen as part of the tourism valorization of Salta's heritage.

KEY WORDS: tourism, heritage, Salta, public policy