



6TH UNESCO UNITWIN CONFERENCE 2019

VALUE OF HERITAGE FOR TOURISM

8-12 April 2019

University of Leuven -Belgium

Parallel 2A: Heritage conservation contributing to tourism

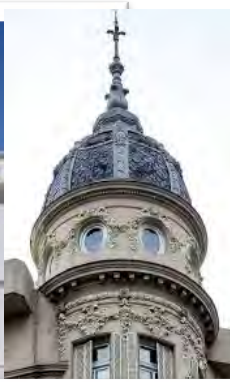


**A territorial development program of Argentina
to rescue heritage and empower communities
through cultural tourism.**

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www.turismoculturalun.org.ar







WORLD HERITAGE SITES IN ARGENTINA



CULTURAL HERITAGE

- Misiones Jesuíticas Guaraníes: (shared with Brazil) (1983,1984)
- Cueva de las Manos, Río Pinturas (1999)
- Estancias Jesuíticas de Córdoba (2000)
- Quebrada de Humahuaca (2003)
- Qhapaq Ñan, Sistema Vial Andino (2014)
- Obra arquitectónica de Le Corbusier (2016)

NATURAL HERITAGE

- Parque Nacional Los Glaciares (1981)
- Parque Nacional Iguazú (1984)
- Península Valdés (1999)
- Parques Naturales
Ischigualasto / Talampaya (2000)
- Parque Nacional Los Alerces (2017)

INTANGIBLE CULTURAL HERITAGE

- El tango (2009)
- El filete porteño de Buenos Aires, una técnica pictórica tradicional (2015)

● TRADITIONAL OR MORE FREQUENTED DESTINATIONS

Ciudad de Buenos Aires



Centro - Cuyo



Patagonia



Noroeste



7 million tourists arrived in Argentina in 2018

Source: Tourism National Office



A TREASURE TO PRESERVE WITH TOURISM AS AN ALLY



● THE PROGRAM

PUEBLOS
AUTÉNTICOS



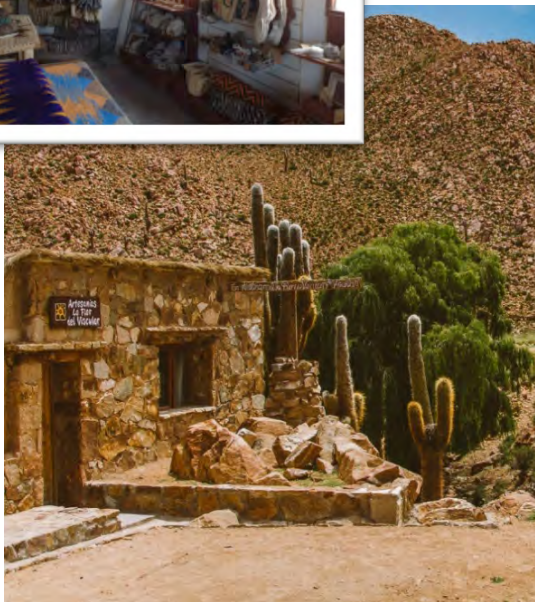
● GOALS

- ✓ **STRENGTHENING OF DESTINATIONS.**
- ✓ **INNOVATION AND DIVERSIFICATION OF THE TOURIST OFFER.**
- ✓ **REVITALIZATION AND SUSTAINABILITY OF REGIONAL ECONOMIES.**
- ✓ **GENERATE INFRASTRUCTURE AND RESOURCES.**
- ✓ **QUALITY SERVICES AND EMPLOYMENT .**
- ✓ **ENCOURAGE THE ROOTING OF LOCAL POPULATIONS.**



**IN SHORT, IT IS A GREAT BET TO THE ECONOMIC
AND CULTURAL DEVELOPMENT OF HERITAGE PEOPLES
OF ARGENTINA THROUGH TOURISM.**

● EL ALFARCITO, JUJUY



● PURMAMARCA, JUJUY



● CACHI, SALTA



● CONCEPCIÓN DEL YAGUARETÉ CORÁ, CORRIENTES



● MOISES VILLE, SANTA FE



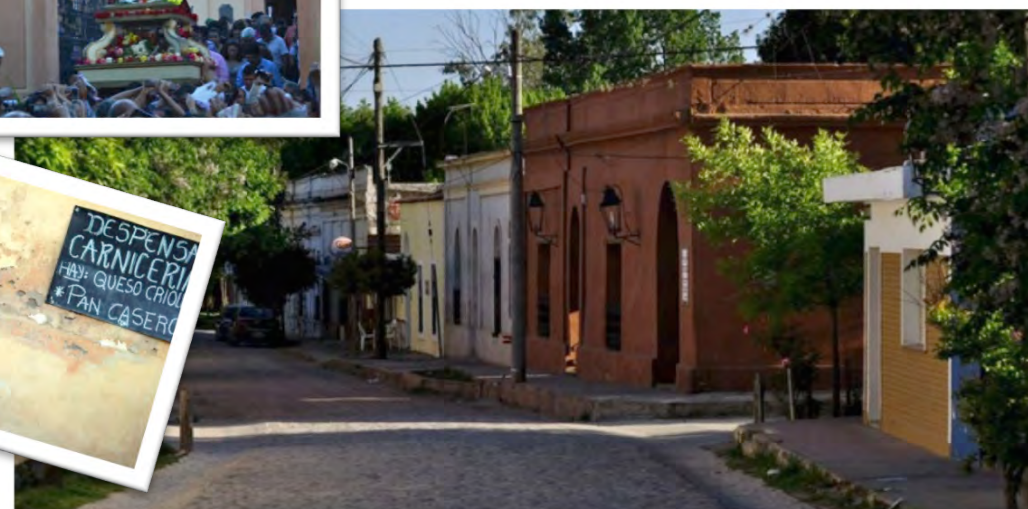
● ISLA MARTÍN GARCÍA , BUENOS AIRES



● LA CAROLINA, SAN LUIS



● VILLA TULUMBA, CÓRDOBA



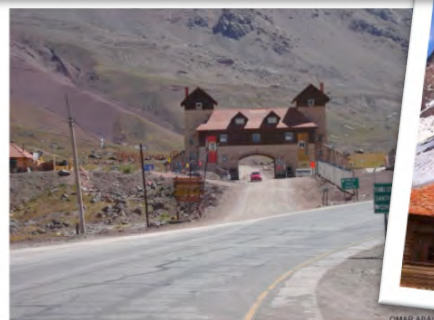
● GAIMAN, CHUBUT



● CAMARONES, CHUBUT



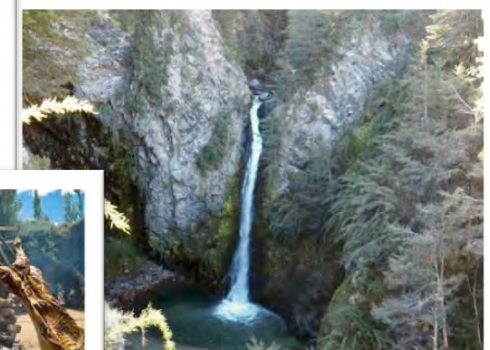
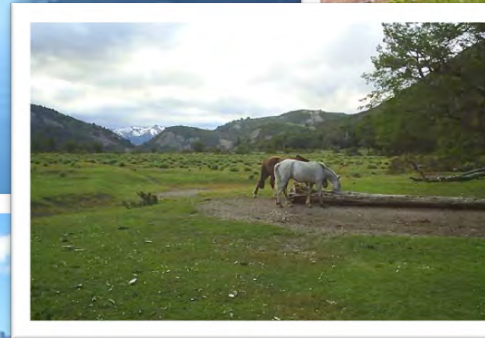
● LAS CUEVAS, MENDOZA



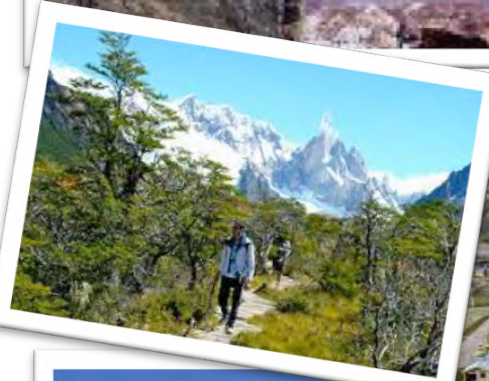
● LA ANGELITA, BUENOS AIRES



● VILLA TRAFUL , NEUQUÉN



● EL CHALTÉN, SANTA CRUZ

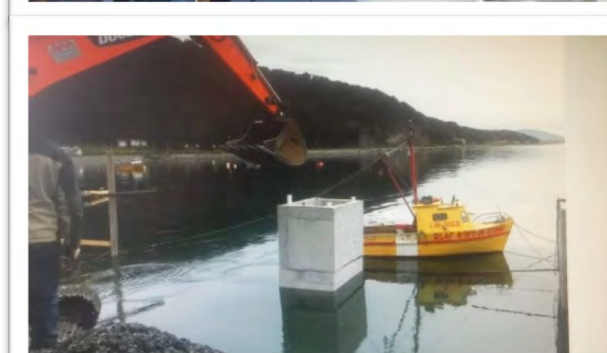


● PUERTO ALMANZA, USHUAIA

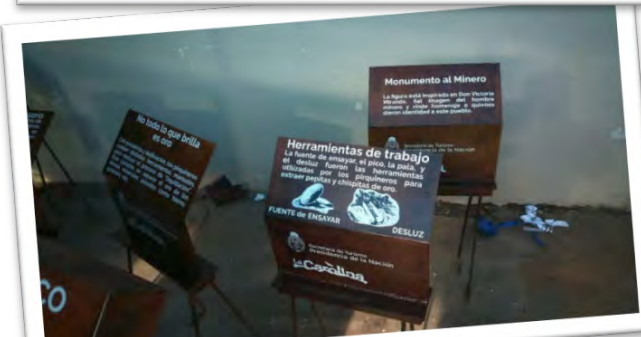


● ACTIONS TAKEN

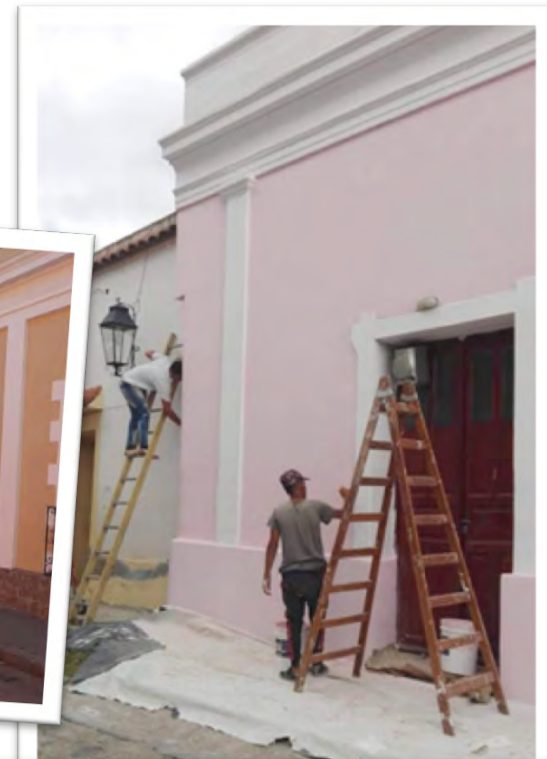
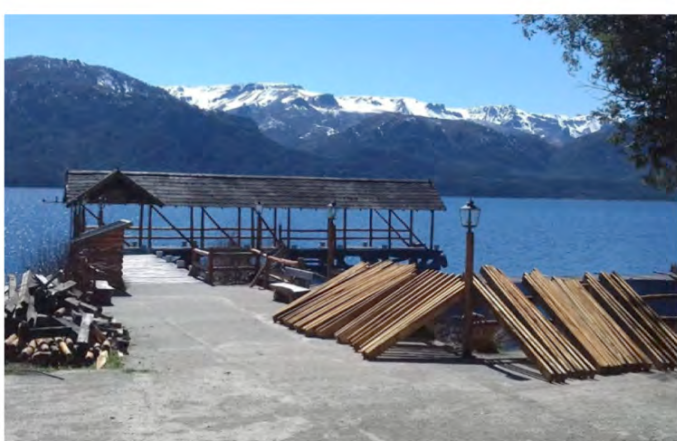
- ✓ MORE THAN 500 PEOPLE IMPACTED.
- ✓ NORMS AND INTERVENTIONS FOR RECOVERY OF THE URBAN LANDSCAPE IN MOST PEOPLES.
- ✓ OVER \$ 50 MILLION INVESTED IN THE FIRST STAGE.
- ✓ ARTICULATION WITH 8 MINISTRIES / SECRETARIATS .



● SIGNAGE SYSTEM IN PLACEMENT STAGE



● RECOVERED HISTORIC CENTERS



- MORE THAN 50 WORKSHOPS WITH COMMUNITY PEOPLE, TECHNICAL TEAMS AND FACILITATORS.



- PERMANENT SUPPORT TO THE COMMUNITIES OF A TEAM OF EXPERTS.



- MORE THAN 60 WORKS IN TOURISM VENTURES IN PROCESS.
- SUPPORT TO MORE THAN 100 LOCAL ENTREPRENEURS



● WARNINGS

- LONG DISTANCE BETWEEN ONE DESTINATION AND ANOTHER.
- FOLKLORIZATION AND /OR BANALIZATION OF POVERTY.
- SEGREGATION OF LOCAL POPULATIONS.
- MERCANTILIST VISION OF HERITAGE.





**BEYOND POSITIVE AND NEGATIVE
IMPACTS, THAT REQUIRE PERMANENT
MONITORING, THE PROGRAM IS
UNDERWAY AND IS A GOOD EXAMPLE OF
THE VALUE OF HERITAGE FOR TOURISM.**





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