The article approaches the relationships between heritage, tourism and territory, to analyze critically the implicit assumptions in its treatment and to offer contributions to its conceptual clarification. In order to do this, the article examines the academic literature on this issue and presents results of case studies research in Quebrada de Humahuaca (Jujuy) and Calafate-Los Glaciares National Park (Santa Cruz), in Argentina.

KEY WORDS: tourism, heritage, territory, Argentina, Quebrada de Humahuaca, Los Glaciares National Park.