

REVERSE AND OBVERSE OF THE MANAGEMENT OF A CULTURAL EVENT
The Barcelona Forum 2004

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This paper analyzes the importance of cultural management of an event based on the Forum held in Barcelona, Spain, during 2004. Using different research techniques the author aims to explain the incident of the actions taken on the cities cultural tourism.

KEY WORDS: *cultural management; qualitative research; urban tourism, urban rehabilitation; Forum 2004; Barcelona.*