

CULTURAL TOURISM

A Responsible Business?

*Agustín Santana Talavera
Universidad de La Laguna
Tenerife, Canarias - España*

Enviromental degradation, the loss of cultural diversity and especially what is considered cultural heritage and ecology, are actually the main issues of every day life, politcs, planning and business. During the Rio Meeting (Rio de Janeiro, 1992) the concepto f Resposible Tourism was born in an attempt to enhance respect and preservation with all actors envolved. Ander the umbrella of responsibility, cultural tourism was one product that showed the biggest growth Ander the premises of the formula of all-embracing development of society. This article present a revision of cultural tourism as a product, its importante for the mew tourist order and its range and establishing in which way the tourist system had a tendency to get envolved in cultural management and therefore as conditioned its profitability.

KEY WORDS: *responsable tourism; culture; profitability.*