

**PATRIMONIO Y REDEFINICIÓN DE UN LUGAR TURÍSTICO**  
**La Quebrada de Humahuaca, Provincia de Jujuy, Argentina**

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*Heritage and Redefinition of a Tourist Site. The Quebrada of Humahuaca, Jujuy -Argentina. In 2003 Quebrada de Humahuaca (Jujuy, Argentina) was included in the World Heritage List created by UNESCO. The new acquired status puts this place among most well-known tourist destinations in Argentina. But, who has led the process to get the distinction? Why and how has they done it? And which is the relationship between this new status earned and the tourist dynamics of the Quebrada de Humahuaca? The aim of this article is to examine the relationship between patrimonialization of Quebrada de Humahuaca and tourism, in particular the role that provincial government has had in this process.*

**KEY WORDS:** Quebrada de Humahuaca, heritage, tourism, tourism policy, heritage policy.