

CULTURE AS A CITY TOURIST RESOURCE

The Case of Tango as a Heritage Resource in Buenos Aires, Argentina

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During the last decade the government of Buenos Aires, Argentina, implemented several actions in order to place the city on the cultural and tourist global map. Among these actions those related to the heritage promotion have an important role. Therefore, this paper analyzes the actions of the said government related to the establishment of cultural heritage expressions focusing on the proposal of Tango as "Intangible Cultural Heritage of Humanity" before UNESCO. The present analysis is based on empirical research using primary and secondary sources. The hypothesis of this study is that the efforts made by the cities government in order enhance the tango as a heritage resource can be considered as an example of the new legitimacy necessary to stand out on the cultural tourism international market.

KEY WORDS: *tourism, heritage, tourist cultural policies, tango, Buenos Aires.*