

**TERRITORY, TOURISM AND SUSTAINABLE DEVELOPMENT IN THE
QUEBRADA DE HUMAHUACA, ARGENTINA
Landscape and Nature on Available for the Tourism Industry**

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This article examines the relationship between territory, tourism and sustainable development in the "Quebrada de Humahuaca" (Jujuy, Argentina) mainly from its Declaration as World Heritage Site by the UNESCO in 2003 under the category of cultural landscape. It deals with the changes (material and symbolic) in the Quebrada's territory since 2003 and the growing influence of tourism, focusing on the provincial government's proposal to establish a sustainable tourism development. It also analyzes the meanings of nature and landscape that goes around in the "Quebrada de Humahuaca" in relation to the practice of tourism and the tensions it has generated in the area. The article reports that the absence of regulation and intervention of the provincial government in the preservation of the natural and cultural heritage have been causing serious changes that threaten territory and environment and the customs and cultural practices of the local population. This article is based on the following sources: interviews with different people (local people, tourist businessmen, provincial and municipal functionaries) and documents of the province related to the declarations of the "Quebrada de Humahuaca" as a World Heritage site, its Management Plan and the "Sustainable Tourism Development Plan from the province.

KEY WORDS: *territory, tourism, sustainable development, Quebrada de Humahuaca, Jujuy.*