

LOCAL TOURIST DEVELOPMENT UNDER THE PERSPECTIVE OF A METHODOLOGY FOR URBAN ENVIRONMENTAL MANAGEMENT IN GIBARA, CUBA

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The proposal of a methodology of urban environmental management for the conservation of constructed resources of patrimonial value that integrates the processes of environmental, urban and patrimonial management based on ecosystem, strategic and participative approaches for the conservation of these resources of the urban environment. Its application in the urban context also causes a local economic development on the base of the use of these resources for tourist purposes which improve the population life quality. This methodology has being applied in Gibara urban nucleus in Holguín Province in Cuba. The conservation of the constructed resources of patrimonial value, due to its utility and/or identity has improved the urban environment, the local economy from a tourist perspective and its inhabitant's life quality.

KEY WORDS: local development, tourism, urban environmental management, constructed resources of heritage value, methodology, Cuba.