

THE PLANNING AND MANAGEMENT OF VISITATIONS TO SITES OF NATIONAL AND CULTURAL HERITAGE AND TOURIST ATTRACTIONS

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Today, the relationship between natural / cultural heritage and tourism is an important debate topic in both academic and management fields. This paper deals with issues related to the mediation between heritage and the visiting public, based on visitation control systems, direction of flow, load capacity, zoning, establishment of planning strategies and heritage interpretation actions. Classical concepts of heritage are the backdrop of the debate, pointing to visiting possibilities in the mediation between heritage and market, besides trying to find interpretations for the transformation of heritage into both symbolic good and tourist market attraction. Methodology identification aims at pointing out and analyzing the functioning of tourism-oriented management of heritage.

KEY WORDS: *natural / cultural heritage, mediation, visitation, tourist attraction, management, socialization and interpretation of heritage.*