

HERITAGE, TOURISM PROCESSES, AND AUTHENTICITY IN EXALTACIÓN DE LA CRUZ, ARGENTINA

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This article discusses the heritage and tourism processes developed since 1990 in the town of Capilla del Señor and how authenticity is present in the discourses of both processes. The analysis shows that several of the cultural and historical elements selected and considered as Heritage, were afterwards transformed in touristic attraction. The strategy of Capilla del Señor, which is located north of the Buenos Aires province and at 80 km from the city of Buenos Aires, is to build a tourist product to position themselves in the regional touristic market, especially to differentiate with the neighboring city of San Antonio de Areco.

KEY WORDS: *heritage, tourism, authenticity, Capilla del Señor.*