

THE CHALLENGE OF ARTICULATING CULTURAL TOURISM AND ARCHAEOLOGICAL HERITAGE

The Case of Olavarría, Argentina

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The link between heritage and tourism has been a largely debated issue at international level. However, their matter in relation to the archaeological heritage in Argentina has not been deeply analyzed. This paper presents the Municipality of Olavarría, Buenos Aires Province, Argentina as a case study. Background information regarding archeological heritage and its touristic use in the area is described. A number of stakeholders were surveyed and interviewed in order to know their opinions about the potential of tourism for the enhancement and visibility of local archaeological resources. Afterwards, the state of affairs is analyzed, focusing on consensus and conflicts aroused by different heritage valuation processes in relation to their tourist use. Finally, challenges and opportunities of this case study are discussed, and conclusions are presented with the aim to contribute to the discussion of the issue from a broader perspective.

KEYWORDS: cultural tourism, archaeological heritage, archaeology, museum; stakeholders.