

FROM BARRIO SUR TO WORLD HERITAGE

Patrimonialization of the Historic District of Colonia del Sacramento (Uruguay)

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The following article presents and analyzes the process of patrimonialization of historic district of Colonia del Sacramento and its relation with tourism, as it is one of the main tourist destinations in Uruguay. For this, the concept of patrimonialization developed by Jean Davallon (2012) becomes central. It is the main theoretical basis of the article, which allows to identify the main stages in the case analyzed from work documentary and bibliographical survey. This process is parallel to the consolidation of the city and its region as a tourist attraction. The paper begins with a brief presentation of the features of the city and then addresses site development in both heritage and the parallel process of development of cultural tourism. Among the elements identified as central to characterize the area as heritage, it uses the concept of memorial device, whose appropriation by tourism seems to confirm the close link between heritage and tourism in the study case.

KEY WORDS: *cultural heritage, patrimonialization, cultural tourism, touristification, Colonia del Sacramento.*