Abstract
Archaeological Rock Art and Tourism in the Comarca Andina del Paralelo 42, Argentina. This paper is based on the results of an archaeological research project focused upon the Comarca Andina del Paralelo 42, Argentina. The cases of Cerro Pintado (Cholila), Paredón Lanfré (Valle del Río Manso Inferior), Escuela de El Radal (Lago Puelo), Gran Paredón de Azcona (El Bolsón) and Risco de Azócar 1 (El Hoyo) are presented. Research in Comarca Andina has contributed to social construction of archaeological rock art sites as heritage, since social agents has appropriated and resignifying those sites by its incorporation in tourist circuits. In this paper it is argued that to achieve this goal, archaeologist has to go far beyond a management plan proposal and mediate among the different social agents implied.

Keywords
Patagonia, Comarca Andina del Paralelo 42, Archaeology, rock art, archaeology tourism, uses of the past