Cities including in the List of Cultural World Heritage (UNESCO) from Spain constitute referring a basic modal for urban and cultural tourism. During the last years the changes happened in the tourist panorama (growth of the tourist flows, changes in the profile of the demand, increase of the competing destinations) open a stage of transformation in the model of public intervention for local scale. The infrastructures of tourist management are increasingly complex and their ability to act growing. However, there are doubts about its ability to influence and change the global dynamics of the city as a tourist destination.

**Keywords**

World Heritage Cities, Cultural Tourism, Tourist Management, Tourism Planning.