This article aims to analyze the dynamics of governance in cultural heritage management policies and their use in the city of Natal, Rio Grande do Norte, Brazil. Therefore, it became relevant to know the implementation and development of projects for the valorization of the cultural heritage of Natal / RN for tourism consumption; understand the importance of the interpretation of cultural heritage in the city of Natal / RN; and think about the role of cultural heritage policies linked to tourism-heritage plans and projects. It is a bibliographical and documentary research, with historical approach based on a temporal cut that privileges three specific moments: The Athens Charter (1931); The Athens Charter CIAM (1933); and the post-war period (programs and plans). Through content analysis, it presents the strategic vision of the performance of patrimonial public policies as planning agent and disseminator of the culture, thinking about governance based on the legitimacy and commitment to the Historical Center of Natal / RN from the 1990s. The question of heritage and its implications in the city of Natal / RN is discussed, raising questions about the economic and tourist aspects that relegate cultural actions to the background.