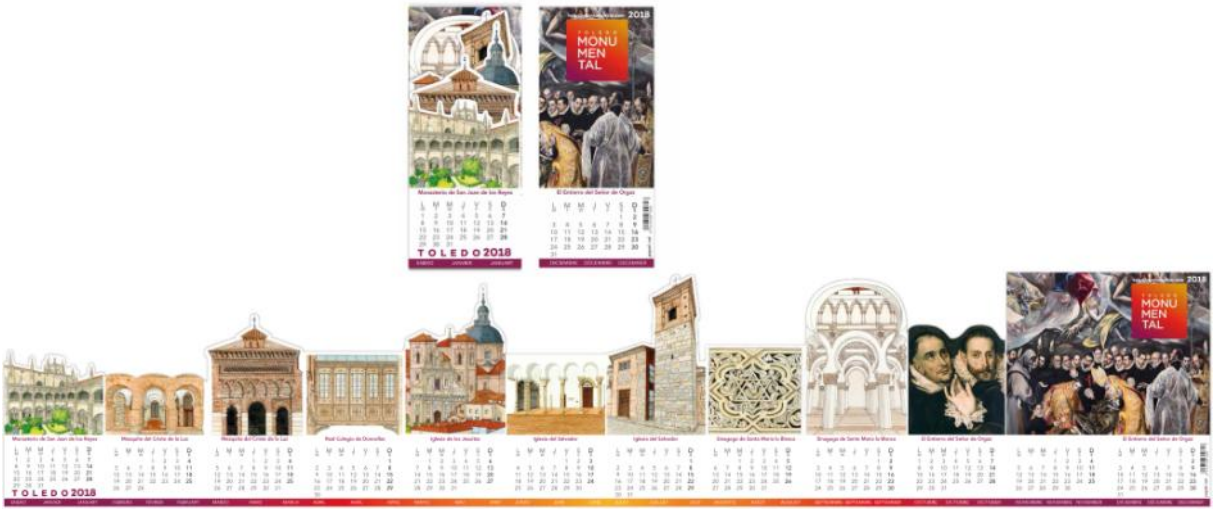Gestión de merchandising de monumentos