

Cuban Tourism: Facing Opportunities of a New Era

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Cuban Tourism: Facing Opportunities of a New Era

Abstract

US and Cuba are set to end half a century of Cold War-era isolation and reopen its embassies, allowing thousands more Americans to visit Cuba for the first time. However, there is a lack of understanding of Cuban Tourism, which may lead tourism operators and foreign investment companies to make risky, uncertain decisions, especially considering the Cuban government's central control. The purpose of the article is to assess Cuba's current position in tourism as it pertains to tourism market trends and hotel development. The study is conducted using the existing literature and secondary reports that are currently obtainable to the researchers. In conclusion, Cuban tourism appears to offer great potentials. Strategic decisions must be made now and in the near future. Practical implications are discussed.