This article addresses some peculiarities of the use of Public Relations on tourist contexts. To obtain information about the state of the art in the world, a critical analysis of relevant bibliography was made. On the other hand, the Cuban case was used as center of the analysis to acquire information in the professional field, estimating the current status of institutionalization and degree of professionalism of the discipline in this socio-economic area. Results obtained suggest, theoretically, an authorial preference to limit Public Relations in these scenarios to Marketing requirements, and empirically those conceptual schemes were validated in the Cuban tourism system, currently moving backward in relation to the discipline. The research concludes with a proposal of basic elements for the conceptualization and implementation of Public Relations on Tourism.

KEY WORDS: Cuba, model, Public Relations, state of the art, tourism.