HAVANA, POTENTIALITIES FOR CULTURAL TOURISM DEVELOPMENT. NOWADAYS

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Havana has become one of the most visited city in the Caribbean Region, and receives more than a half of the annual tourism arrivals in Cuba. There is a public recognition of the huge potential of the cultural heritage that the city offers, as well as its importance for the needed touristic diversification of the country, although there is limited knowledge about the market and the sector, which justify the present research. The study aims at analysing the profile of tourists visiting Havana as a cultural destination, their motivation and evaluation of the destination as a cultural site. The comparative analysis of six sampling groups of different nationalities allows to elaborate useful recommendations for tourism managers, with the final aim of contributing to the efficient design of positioning and loyalty strategies of Havana and other several destinations in the Caribbean region.

KEY WORDS: Havana, cultural destination, tourist preferences, loyalty, tourist valuation.