

Cuba aims to be the gateway to the Caribbean for Chinese tourism



Havana's ambassador to China, Carlos Miguel Pereira. File Photo

Beijing, March 18 (RHC)-- China and Cuba signed on Thursday a memorandum of understanding that will strengthen cooperation in tourism through academic programs, research, and personnel training to meet the specific demands of the market.

The document was signed by Dai Bin, president of the Academy of Tourism of the Asian country, and Havana's ambassador, Carlos Miguel Pereira.

It will be valid for five years with the possibility of being extended. It includes a boost to marketing, the development of attractive products, and a bilateral research plan.

The memorandum serves as a complement to another agreement signed last December between the two countries and aimed at encouraging collaboration between companies, institutions, and operators of the so-called smokeless industry, among other purposes.

Cuba will have China as its guest of honor at the 2022 International Tourism Fair and plans to be the gateway to the Caribbean for the growing number of citizens of this nation who seek leisure options in other latitudes of the world.

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