
Cuba to show tourist attractions at Top Resa Professionals Event

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A large delegation from Cuba will present the island's attractions in the 41st edition of the IFTM Top Resa tourism professionals' show, scheduled for early October in this capital.

Around 30 people make up the Cuban group of managers and specialists of the sector, headed by Director of Communication of the Ministry of Tourism, Dulce María Sánchez, who will be at the event that will host the Porte de Versailles fairgrounds from October 1 to 4.

The main space in France for tourism development represents for Cuba an opportunity to disseminate its offers and approach local travel agencies, tour operators and airlines.

It also serves as scenario to share their experiences and actions in terms of diversification and improvement of service quality, in addition to the steps aimed at expanding their infrastructure.

Tourism is a strategic sector for Cuba, often called the locomotive of its economy, target of the strengthening of the blockade imposed by the United States for 60 years.

In a recent session of the People's Power National Assembly

(parliament), the minister of the sector, Manuel Marrero, addressed in Havana the impact of Washington's hostility on passenger access to the Caribbean island, a destination forbidden for citizens and American cruises, in the latter case by decision of the administration of President Donald Trump.

Similarly, Marrero reiterated the complaint about the sustained use of campaigns aimed at discrediting her.

According to the most recent report of the Cuban government on the effects of the blockade, from April 2018 to March 2019, the siege caused tourism damages for about 1 billion,383 million dollars, in areas related to travel, services, operations and logistics assurances.

The IFTM Top Resa show arouses great interest in professionals of the so-called smokeless industry, which explains why the 2018 edition attracted more than 34 thousand of them, about 1,700 brands, 160 destinations and hundreds of specialized journalists, figures that this year could be left behind.
