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**Business, hospitality, and change in Cuba's private tourism sector [Recurso electrónico] : a view from Casas Particulares in Viñales/ Valerio Simoni**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 310-312

**Abstract:** Based on ethnographic fieldwork carried out in the town of Viñales, this article addresses some key features, stakes and debates that characterize privately run tourist accommodations known as *casas particulares*, including important (dis)continuities in their evolution in the last decade. Praised by tourists as a way to experience the "real" Cuba and establish closer contact with Cubans, *casas particulares* exemplify the burgeoning private tourism sector on the island. In Viñales, their number has increased dramatically in recent years, engendering changes that have become a heated issue of debate among the town's inhabitants. Examining the economic and social dimensions that characterize this form of tourist accommodation, its current developments, and their perceived impact on everyday life in Viñales, the article considers the tensions between ideals of hospitality and more business oriented endeavours, uncovering the emerging controversies and moral economic critiques articulated by proprietors, tourists, and other inhabitants of this tourist town.

Tourism planning and development. -- 2018, v. 15, n. 3, may, p. 293-312

1. Hospitality 2. Entrepreneurship 3. Private sector 4. Casa particular 5. Social and economic change 6. Cuba

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**Cuba today [Recurso electrónico] : an overview of tourism competitiveness / Marketa Kubickova and Seung Hyun Lee**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 257-259

**Abstract:** The US and Cuba have alleviated the half a century of Cold War-era isolation and have tried to resume diplomatic relations. Due to the continuous development in policies between US and Cuba, many US tourists may be likely to visit Cuba for the first time. The purpose of this article is to assess Cuba's current tourism position among 29 Latin American and Caribbean countries through the application of the Tourism Competitiveness Index. The results from the competitiveness analysis indicate that Cuba is well positioned in terms of price competitiveness, with a great potential to become the top performer among these countries. The study provides valuable information for managers, policymakers, key decision makers and government officials in Cuban tourism.

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1. Cuba 2. Tourism development 3. Competitiveness analysis 4. Latin America 5. Caribbean

**3****Development tourism in Cuba [Recurso electrónico] : experiential learning and solidarity in the development tourism encounter/ Rochelle Spencer**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 290-292

Abstract: Increasingly non-governmental organizations (NGOs) worldwide provide immersion programs that employ experiential learning strategies to promote greater global awareness and responsibility for development in the global South. Study tours are one such platform for NGOs in their public education efforts. Drawing on ethnographic research in Cuba, the purpose of this paper is to explore the discourses and narratives tourists draw on to give meaning to their experiences of Oxfam and Global Exchange study tours, as an example of emerging development tourism. We see how the study tours produce tropes of solidarity that are discursively reproduced through the desires, intentions and feelings of NGO study tourists. This experiential learning process through tourism is an important development strategy for NGOs working to promote awareness and support for their own activities and campaigns but also for promoting awareness of development issues more broadly.

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1. Development tourism 2. Experiential learning 3. Study tours 4. NGO 5. Solidarity 6. Cuba

**4****Gender, advertising and ethics: [Recurso electrónico] : marketing Cuba / Nigel Morgan and Annette Pritchard**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 342-346

Abstract: Online advertisements are representations of ethnographic knowledge and sites of cultural production, social interaction and individual experience. Based on a critical discourse analysis of an online Iberia Airlines advertisement and a series of blogs, this paper reveals how the myths and fantasies privileged within the discourses of the advertising and travel industries entwine to exoticize and eroticize Cuba. The paper analyses how constructions of Cuba are framed by its colonial past, merging the feminine and the exotic in a soft primitivism. Tourism is Cuba's largest foreign exchange earner and a significant link between the island and the global capitalist system. These colonial descriptions of Cuba create a rhetoric of desire that entangles Cuba and its women in a discourse of beauty, conquest and domination and have actual consequences for tourism workers and dream economies, in this case reinforcing the oppression of Afro-Cuban women by stereotyping and objectifying them.

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1. Advertising 2. Ethics 3. Social responsibility 4. Airlines 5. Race

## 5

**Global contemporary art tourism [Recurso electrónico] : engaging with cuban authenticity through the Bienal de La Habana / Paloma Checa-Gismero**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 327-328

Abstract: This article addresses the role of the Bienal de La Habana in the production of local authenticity for international contemporary art travelers. Since 1984, this biennial art exhibition has mirrored Cuba's international policy interests with its selection of artworks, from an initial promotion of nonaligned international solidarity to an increasing visibility of North American and European artists. Under the motto "Between idea and experience", its 2015 iteration favored site-specific and socially engaged art works that "blurred the limits between art and life", reportedly facilitating the encounter between international art tourists and local residents in Havana in their quotidian private and public living spaces. This analysis is framed by the State's current tourism campaign "Cuba Auténtica", which highlights the nation's "rich cultural tradition, [its] history and immaterial heritage, [its] visual and performing arts", and will draw from data gathered from participant observation, archival research, and secondary literature analysis. This paper speaks to concerns about the staging of cultural uniqueness for niche tourism publics, such as the elite international community of contemporary art tourists. The Cuban case further illustrates the convergence of the cultural industries with tourism development in developing regions negotiating access to the international market economy.

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1. Authenticity 2. Site-specific art 3. Art biennial 4. Reenactment 5. Encounter

## 6

**Historical evolution and spatial development of tourism in Cuba, 1919–2017 [Recurso electrónico] : what is next? / Eros Salinas, Lluís Mundet and Eduardo Salinas**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 235-238

Abstract: The main objective of the article is to analyze the historical evolution and spatial development of tourism in Cuba, from its beginnings in 1919 to present day (2017). The potential of Cuba as an international destination is considered with a focus on examining various factors leading to changes in types of tourism development and tourist markets over time. In this evaluation, it is clear that the socioeconomic and political history of Cuba has been intricately linked with the development of tourism. Specifically, policy, regulations, and government organization leadership are investigated for their influence on tourism development. Additionally, this paper identifies four important events that are significantly transforming the current landscape of tourism in Cuba, including the lift on domestic travel restrictions, increased emphasis on selfemployment and private sector tourism enterprises, evolving diplomatic relations with the US, and opportunities for foreign investment in the tourism sector. Scenarios for future development are considered in light of these events whose effects on Cubans and Cuban tourism are still not fully known.

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1. Cuba 2. Cuban tourism 3. Tourism planning 4. Tourism landscapes

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**Tour guides' roles and their perceptions of tourism development in Cuba [Recurso electrónico] / Pavlína Látková ... [et al.]**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 361-363

Abstract: US tourists had been exploring Cuba with government licensed local guides on cultural exchange trips since 1999. In 2016, changes in US–Cuban relations have further opened Cuba to US tourists and some loosening of the government controlled tourism system. This research examines tour guides' role in formulating US tourists' perceptions of Cuba before more free-market tourism, including tour guiding, was allowed. Cuban government guides that work with a US receptive operator were interviewed using a semi-structured script by a local bilingual researcher. Cohen's [(1985). The tourist guide. *Annals of Tourism Research*, 12(1), 5–29. doi:10.1016/0160-7383(85)90037-4] tour guide communicative roles and Canally and Carmichael's [(2011). Political economy of destination image: Manufacturing Cuba. *Tourism Analysis*, 16, 731– 746] image model with government prism filter were useful to interpret findings. Cohen's tour guide roles were found amongst the government employed guides except for fabrication. Canally and Carmichael's [(2011). Political economy of destination image: Manufacturing Cuba. *Tourism Analysis*, 16, 731–746] model was supported by the omnipresence of guarded responses by tour operators and their adherence to government controlled jobs and messaging to tourists, particularly US tourists.

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1. Tour guides 2. Cuba 3. Policy 4. Government-sanctioned 5. Tourism businesses 6. Destination image

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**Tourism initiatives developed through collaboration with foreign organizations [Recurso electrónico] : the emergence of responsible practices in Cuba / Giovanna Bertella and Cecilia Rossi Romanelli**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 274-276

Abstract: This study concerns tourism initiatives by foreign organizations and their contributions to the emergence of responsible tourism in Cuba. Using the framework of Community Benefit Tourism Initiatives, this study investigates the local actors' and the foreign organizations' perspective on responsible tourism, the processes of planning and developing tourism initiatives, their implementation and the effects on the local communities. The empirical part concerns a case study about an initiative originated from a cultural development project by an Italian D-NGO and developed through the collaboration with an Italian tour operator. The findings suggest that, even in the case where such initiatives are not strategically planned and start with a limited participation of local actors, they can lead to important benefits for the local communities. The findings also suggest that these types of initiatives can constitute a solid basis for future developments with an increasing active participation by the local actors.

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1. Responsible tourism 2. Local community participation 3. DNGO 4. Cuba