

Cuban tourism sector advances in its digital transformation



Havana, August 21 (RHC)-- The Cuban tourism sector is going digital to respond to the new demands of the international market, where 67% of the world's population has access to mobile phones and 57% are Internet users.

Pavel Pavon Vargas, Director of Technologies and Systems at the Ministry of Tourism (MINTUR), told Rebelde Radio that the institution is developing strategies aimed at positioning the island's tourism products on the Internet and social media.

The official praised the Ministry's [CubaTravel](#) portal which provides updated information on services and how to access them.

"We currently have 71 hotels and 21 circuits that are marketed through the portal, and will soon include 22 more hotels, we are also networking with different hotel chains that already have websites and products on the Internet," Pavon said.

According to the official, the Ministry of Tourism also plans to create intelligent tourist destinations.

"The project is gradually being developed and the foundations are being laid for the creation of an infrastructure that will allow an intelligent tourist destination to be sustained in Cayo Largo del Sur and Cayo Santa María, the latter being much more advanced in these areas," hd said?

"If we aspire to increase the number of visitors we will have, above all, to achieve greater visibility and positioning of our tourism products, in a world where electronic commerce is making a difference," Pavon Vargas noted.

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