

XV International Seminar on Journalism and Tourism underway in Havana

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Havana, June 20 (RHC)-- The 15th InterXV International Seminar on Journalism and Tourism underway in Havana began Monday in Havana with the participation of

50 communicators from Colombia, Panama, Ecuador, Uruguay, Mexico and Cuba.

The event, scheduled from June 20 to 24, will be held at the José Martí International Institute of Journalism and will mainly deal with the latest media trends in the travel and vacation sector.

Organized by the Tourism Chair of the Union of Cuban Journalists (UPEC), this annual meeting resumes its face-to-face sessions after a two-year break due to the Covid-19 pandemic.

This meeting includes reporters mainly from Latin America and the Caribbean and seeks a professional exchange among attendees and to set guidelines for the immediate future.

During the first three days of the meeting, those present will participate in talks and debates on topics such as strategy, marketing and development of tourism, calendars, link with culture, main companies operating in Cuba and other details.

Representatives of the groups Gaviota (Cuba), Meliá and Iberostar (Spain) and Blue Diamond (Canada) will present aspects of their work on the island.

In addition, the International Network of Tourism Journalists and Writers and the Mercosur Tourism Magazine (Southern Common Market) will have their space in this call.

Participants will also visit Cuba's main beach resort (Varadero) and the Tropicana nightclub (1939), among other places of interest.

The Ministry of Tourism (Mintur) of this country seeks to recover its recreational industry and has announced that by the end of this year Cuba expects to receive 2.5 million foreign visitors.

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