



# Investment in the New Cuban Tourist Industry: A Guide to Entrepreneurial Opportunities

*Tony L. Henthorne, Mark Miller*

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Miller and Henthorne give U.S. investors and entrepreneurs the insights they need to capitalize upon the rapidly expanding, but still open, Cuban tourism industry—the island's major industry. This authoritative examination of the market for Cuban tourism provides comprehensive information on Cuban contacts and data sources that are accessible to foreigners; insights into the competition and possible competitive strategies, plus the general background on Cuba and its economy that investors must have for an understanding of Cuba's potential. With its lists of references and contacts, Miller and Henthorne's study will be invaluable to international tourism executives, particularly specialists in strategic planning and the development of strategic business alliances as well as international marketers and business development officers.

Miller and Henthorne have written their book for the day when relations and travel ties are reestablished between Cuba and the United States—a day that in their opinion will soon come. From their personal visits and interviews with Cuban officials in banking, finance, investment, politics, and the tourist industry itself, Miller and Henthorne have compiled material that is unavailable from any other single source. Here is detailed, first hand, timely information on Cuba's tourism resources, opportunities, infrastructure, competitors and competition, peculiarities, and historical and regional background for the benefit of investors in the United States and worldwide.

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