

TOURIST AND RECREATIONAL POTENTIAL OF THE CUBAN SUGAR CANE PRODUCTION

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The Cuban sugarcane industry has historically been the country's largest asset and also attracted different kind of visitations. The downsizing of this sector at the end of the 20th century started a renew interest to visit historical and production sites related the sugar cane industry. The aim of this paper is to analyze the potential of the sugar cane industry for tourist and recreational purposes, mainly oriented to the local population.

KEY WORDS: *agro-industry, sugarcane, touristic heritage, industrial tourism and rural development.*