

## José Koechlin

AT HARVARD BUSINESS SCHOOL

On April 16, the first Hospitality and Travel Annual Conference was held at Harvard Business School (HBS) ([www.hticconference.com](http://www.hticconference.com)), it was organized by Mr. Rohan Gopaldas and included the participation of Professor Diego Comin.

The Massachusetts Hotels Association's President, Mr. Paul Sacco, presentation opened the event. He stressed the important contribution of the Government towards the promotion of tourism. Followed by the presentation of Mr. Jose Koechlin about the 36 years of Inkaterra culture, which was referred to by Professor Comin as an atypical successful and replicable business model of ecotourism. Professor Comin emphasized the concept of Inkaterra by which scientific research is performed to obtain factual information to guide actions of ecological conservation through the training of local people, in order to improve their quality of life through a lifelong profession in Peru. The successful economic situation of Peru was also emphasized, as well as its social stability and improvement of environment to live in. HBS interest in eco-tourism in Peru, specifically in Inkaterra, was demonstrated last year with a visit to Peru of 51 members of HBS in their high school immersion program to write about "Case Study". Professor Comin will be returning to Cusco this year. It will be of great benefit to Peru when HBS work in a 'case' about the importance of ecotourism, as it will be worldwide, exhibited.

Later, in the communication panel, the Senior Manager of IBM, in charge of services for global business about Hospitality, Travel and Transportation, Mr. Amitava Chatterjee, emphasized the significance of virtual tools for the management of information to improve business efficiency to increase the possibilities of tourist's satisfaction....



In this picture, Professor Diego Comin with Jose Koechlin of Inkaterra