

Sé el primero
en obtenerlo por

S/. 3.99 PEN

Realizar compra

525 views | Jul 30, 2018, 01:27pm

The Leaders Putting Peru And Paddington Bear On The Ecotourism Map



Andrew Cave Contributor ⓘ
Leadership Strategy

With its spectacular mountain and rainforests, ancient cultural heritage and growing reputation for culinary superfoods, Peru is continuing to experience an eco-tourism boom.

The nation expects 4.4 million tourists to bring \$5 billion into its economy this year - 10% up on last year’s 4 million visitors - according to the PromPeru exports and tourism promotion board.

Yet widespread ecological destruction, economic hardship and guerrilla wars in the latter part of the 20th century mean this is a comparatively recent phenomenon that required vision and leadership. “In the early 1970s, ecology was not much talked about in Peru,” says Jose Koechlin von Stein, who co-produced Werner Herzog’s classic films *Aguirre, the Wrath of God* and *Fitzcarraldo* in Peru in 1972 and 1982.



Eco-warrior: José Koechlin INKATERRA

In 1975, Koechlin set up Inkaterra, a company devoted to pioneering ecotourism and sustainable development in Peru.

Starting with the Inkaterra Reserva Amazonica luxury lodge in the Peruvian rainforest, the company now also operates the Inkaterra Hacienda Concepcion and Inkaterra Guides Field Station.

It has the Inkaterra Machu Picchu Pueblo Hotel and luxury eco-hotels in Cusco and Urubamba in Peru’s Sacred Valley, as well as El MaPi by Inkaterra in Machu Picchu under the mid-priced “By Inkaterra” brand.

MORE FROM FORBES

Grads of Life **BRANDVOICE**
When Public And Private Sectors Join Forces To Create Opportunity

Civic Nation **BRANDVOICE**
How Recent College Graduates Can Transform Communities From The Inside Out

Together, these employ 600 people and host 200,000 to 240,000 travelers a year.



Amazon life: Inkaterra's Superior Rio room INKATERRA

However, Inkaterra prefers to use other metrics to chart its success - species spotted, nurtured and preserved for mankind.

In its 43 years, a total of 814 species of bird, 365 types of spider, 313 kinds of butterfly and more than 100 mammals have been painstakingly logged within its grounds.

The discoveries have included 28 species new to science including 19 orchids, five amphibians, two bromeliads and a butterfly and tropical vine.

The Inkaterra Machu Picchu Pueblo Hotel also hosts 372 species of orchid, its own organic farm and a rescue center for the spectacled bears made famous by the *Paddington* books and films.

The Meaning Of Sustainability

“Everything is based on inventories,” says Koechlin. “Most hotels have them for beds, chairs and the tubes of shampoo in the shower. Ours are for flora, fauna and wildlife.

“The first thing we do is learn about where the hotel is, undertaking environmental and cultural assessments so that we know what to compare ourselves against in the future and measure how our presence has improved the area.

“People talk about sustainability but you have to know what it is that you want to sustain.

“We never had any idea of how big ecotourism could become. The world has changed so much in the past 40 years that it would have been impossible to imagine the revolution that has happened.

“But Peru is changing rapidly. There are now 30 to 40 lodges in the Peruvian rainforest. The challenge is to preserve as much as we can.”

Tourism Revolution

“Everything is different now,” agrees Marisol Mosquera, founder and president of Aracari, a Peru-based travel agency group which offers eight-day trips from London to Lima’s artistic Hotel B, the ancient city of Cusco, Sacred Valley, Urubamba and the 15th-century Inca citadel of Machu Picchu.

The trips are not cheap, at £3,245 (\$4,260) per person but Mosquera says she has remained true to her original vision of pioneering high-quality experiential travel in Peru.