

## **PRESENTATION:**

Convinced that the voluntary association of the organizations is the most effective way to fulfill the objectives of each one of them, we have constituted this Chamber to unite those who are involved in the rural tourism activity and to be the referring enterprise group of the rural tourism services sector in the Argentine Republic.

CETRA is interested in the analysis of all the problems that affect the rural tourism activity in general and the Companies of Rural Tourism in particular, proposing and collaborating in the search of suitable solutions, representing and defending the interests of their Associates.

CETRA looks for narrowing the collaboration of all the organizations that develop activities related to the rural tourism, fomenting and stimulating the possibilities of the tourism development at a national scope. It is also our aim to watch and to ensure the professional and commercial ethics in the activity, through quality norms, creating the necessary instruments and organisms for doing so.

CETRA offers to their associates the benefits of the investigation and the development of the techniques, methodologies and norms on services that respect the best standards of quality, preserving natural, historical, cultural and native resources of the diverse regions in which they operate.

For this purpose, we designed different services, the objective of which is to meet the associates' requirements for business projects that are already in operation and need to be improved, as well as projects which are not yet born and are still in the world of the ideas, as far as they follow this Chamber values.

Our way of working is flexible and in each particular case we unfold the necessary management, training and improvement tools, acting jointly with other actors of the society and organizations of the public and/or private areas, which we consider the most suitable for these projects to obtain the best results.



## OUR VISION:

*Promote **Rural Tourism**, associating sustainable resources with business to improve the **quality of life** of the people.*

## OUR MISSION:

- Be the referring enterprise group of the rural tourism services sector of the Argentine Republic.
- Analyze the problems of the rural tourism activity and the Companies of Rural Tourism in particular, proposing suitable solutions.
- Promote the tourism development at a national scope, collaborating with all the organizations with activities related to the rural tourism
- Release all the communications related to the Companies of Rural Tourism activities.

## OUR SERVICES:

In order to fulfill our Mission, **CETRA** develops specific activities, which are available for our associates:

- Organization of Support Groups to the associated organizations (G.A.O.A) to resolve their problems in the easiest way on different specialties such as commercial, legal, administration, architectural, communication, sport areas, etc.
- Quality Services in the Rural Tourism, which make the associate became a company with standards of high performance on a global scale.
- Agreements with first level professionals, specialists in the subject, for specific advising, representation and defense of its Associates' interests.
- Agreements with state and private organizations for the promotion, incentive and analysis of the possibilities of rural tourism development at a national scope.
- Creation of instruments and organisms to watch and ensure the professional and commercial ethics in the activity.
- Representation of its Associates before organizations of the sector, establishing reciprocal relationships.
- Development of education activities for improving specific skills and training on quality services.
- Sustainable development of the green spaces with preservation of the native fauna and flora.
- Financial, commercial, accounting, tax and legal support to its associates
- Promotional support of all its associates' activities through all the mass media the Chamber has access to.
- Institutional support through important referring organisms on this activity.

## WHO WE ARE:

### The members of **CETRA EXECUTIVE COMMITTEE** are:

President	Ricardo Horacio FASANO Architect, Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA)
Vicepresident	Nicolás Salvador Roberto ZULLO Attorney at law
Secretary	Irene Nora RAIZBOIM Architect, Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA)
Prosecretary	María José SANTOS Agronomist Engineer, Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA)
Treasurer	Silvana FUSCHINO Sworn Translator of English, Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA)
Titular "Vocal"	Jorge Joaquin SILVA Licenciado en Administración (Management Licentiate Degree)
Titular "Vocal"	Adriana Marcela SANTORO Técnica en Administración de Empresas (Enterprise Management Technician)
Titular "Vocal"	Daniel GOITIA Commercialist – Aldea de Mar
Titular "Vocal"	María Laura KRAUSE Commercialist – La Campiña
Alternate "Vocal"	Priscila BUSSE GRAWITZ Commercialist – Diquecito Health Resort
Alternate "Vocal"	María Eugenia FARBER Journalist
Alternate "Vocal"	Esteban Prentki Musician

\* "Vocal": voting member of the Executive Council

### The Auditory Commission is composed by:

Titular Auditor:	Ana Maria del Carmen FRANQUEIRO
Titular Auditor:	Amelia Aída MORENO
Alternate Auditor:	Jorge Federico BARRENA GUZMAN

## RECOGNITIONS:

Up to date, considering our VISION, we have associated the sustainable resources with business to improve the quality of life of the people, with the following reference persons:

### **Health Tourism**

- Lic. Tatiana Petcheneshky. Chemistry and Biological Science Licentiate Degree. Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA).

### **Turismo de Estancias (Countryside Tourism) Province of Corrientes and Yerba Mate**

- Ramiro Torres Guarrochena. Marketing Specialist, Titular in Marketing, leader institution in countryside tourism. La Lucila, Province of Buenos Aires.

### **Oenology and Wine Tasting**

- Ricardo Ianne. Agronomist Engineer. Director of the first Permanent Tasting School in Buenos Aires, Belgrano " R ", cellular phone: (54-911) 55159943

### **Turismo Ganadero (Cattle Tourism) in Venado Tuerto, Santa Fé**

- Bindon Alberto Veterinary. Cattle Tourism in Venado Tuerto, Province of Santa Fé.

### **Sustainable Tourism and Local Development in Simoca, Monteros and Trancas Regions. Province of Tucuman.**

- Prof. Dora Nelly Salvatierra de Desjardins, Professor in Geography. Titular Professor of the subject "Geografía de América Latina" (Latin America Geography), in Geography Licentiate and Professor Degrees at Universidad Nacional de Tucumán. Postgraduate in Alta Dirección de Turismo Rural (Rural Tourism Management) (FAUBA). Science and Technical Researcher at UNT. Evaluator of Investigation Projects. Director of the Investigation Project: "Turismo Sustentable y Desarrollo Local en los Municipios de Simoca, Monteros y Trancas. Provincia de Tucumán" (Sustainable Tourism and Local Development in Simoca, Monteros and Trancas Regions. Province of Tucuman). Project approved and with the subsidy of the CIUNT, period 2005-2007.



### **Rural Tourism Development in San Martín de los Andes – Province of Neuquen**

- Charly Arauz – Fishing Tourist Guide - Patagonian Angelers –Lago Lolog – Playa Bonita
- Claudio Oliveira – Commercialist – Casa de Té Arrayan (tea house) – Ten Rivers & Ten Lakes

### **Development of Creative Links between Education and Work for a life with quality**

- Foundation DESEHA (del Ser al Hacer) (from Being to Doing): Saladillo, Province of Buenos Aires, Project: “Reciclaje y Puesta en valor de cascos de estancias a la Actividad Económica a través de procesos de desarrollo comunitario” (Recycling and re-evaluation of countryside main houses to economic activity through community development processes)

### **Development of Rural Tourism in Mar del Plata and Salto, Province of Buenos Aires**

- Bettina Cucagna, experience in human resources management and service quality in hotels, “Alta Dirección de Turismo Rural” (FAUBA) (Rural Tourism Management)

### *Other members of the Association, who are collaborating with CETRA from the initial stage:*

- Liliana Margarita RODRIGUEZ  
Professor
- Ignacio Agustín de BENEDETTO  
Student
- Diego IANNE  
Student
- Amelia Aída MORENO  
Gastronome
- Matías Eduardo FARBER  
Student
- Juan Pablo FASANO  
History Professor
- Jorge Federico BARRENA GUZMAN  
Attorney at law



*Other Associates:*

- PROEVENT SRL  
Professional Organization of Events
- VIAJESDELSUR.COM  
Development of tourism portals by destinies
- SURDELSUR.COM  
Development of tourism portals with general information on ARGENTINA.  
“The country, its culture, its people”
- CABAÑAS KAUSAY  
Mountain Lodge
- CABAÑAS DON TOBIAS  
Mountain Lodge
- CABAÑAS LA MISION  
Mountain Resort
- CHACRA AURORA CELESTE  
Countryside Hotel
- CABAÑAS ENRI-MAU  
Mountain Lodge
- POSADA LAS TABLAS  
Countryside Inn

**TO CONTACT US:**  
**(Chamber of Rural Tourism Enterprises of Argentina)**

Cámara de Empresas de Turismo Rural de Argentina (C.E.T.R.A.)

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