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Marianela Camacho Fuenmayor has been GEN Communications Manager since March 2018. A founder member of the Latin American & Caribbean Ecotourism Network (LACEN), she is also a Research Professor of Architecture and Design at Universidad del Zulia in Venezuela. Marianela is passionate about ecotourism, sustainable tourism, protected natural areas and indigenous populations, especially indigenous cultures in her own country, Venezuela.

She received a BSc. in Architecture, as well as an MSc. Comprehensive Planning for Tourist Development from Universidad del Zulia and a PhD in Tourism and Leisure at the Universitat Rovira i Virgili, Catalunya, Spain. Recently commenced working as a Country Representative of PUP Global Heritage Consortium for Venezuela. She is a member of Fundación Etnika, Angel Conservation Corporation and the Jimmie Angel Historical Project, working on the planning, design, management and implementation of interdisciplinary cooperative development projects related to tourism, cultural conservation and production / agricultural processes in protected natural areas.

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