Jorge Moller [1]

Director, Regenera
Chile

Jorge Moller is a sustainable tourism expert with nearly 40 years of leadership and hands-on experience in Chile and throughout Latin America.

After earning degrees in biology and agronomy, he began his career in 1985 as a tour operator and went on to build a company dedicated to environmental and cultural tourism in Chile, providing authentic local experiences and engagement with indigenous communities. In this capacity, he worked with different international organizations to develop tours showcasing Chile’s communities in an integral way, from their gastronomy and history to culture and ecosystems.

He was a founding member of Chile’s adventure travel regulatory organization and has been instrumental in developing industry standards for sustainable tourism in Chile and beyond. Jorge also co-founded the Latin American & Caribbean Ecotourism Network (LACEN), an organization focus on the develop and promotion of ecotourism and sustainable tourism.

As the director of the non-governmental organization, Regenera, Jorge is working currently with the Global Sustainable Tourism Council to expand sustainable tourism training and knowledge transfer opportunities throughout Latin America. He regularly shares his expertise as trainer, consultant and speaker, lecturing on tourism and sustainable development in events throughout the region. Jorge is especially passionate about his work with the Mapuche and other indigenous peoples in Chile.

Through Regenera, he builds bridges with indigenous communities to create authentic experiences for tourists by sharing their culture and beliefs while generating income to sustain their way of life. He has also worked to connect indigenous groups across borders, traveling with people from communities in Chile to visit other indigenous peoples in Bolivia and Argentina.

Jorge Moller, Director, Regenera

Jorge Moller es consultor experto en turismo sostenible con casi 40 años de liderazgo y experiencia en Chile y América Latina.

Luego de licenciarse en ganadería, funda en 1985 Eco Travel, una compañía dedicada al turismo ecológico y cultural en el sur de Chile que proveía experiencias locales creando vínculos entre actores locales y visitantes. Fue miembro fundador del Consejo de Autorregulación del Turismo Aventura (CATA)
y ha colaborado en el desarrollo de estándares de turismo sostenible para Chile. Hoy colabora como miembro fundador de Latin American & Caribbean Ecotourism Network (LACEN), una red enfocada en el desarrollo y promoción del ecoturismo en América latina y el caribe.

Como director de Regenera ONG, Jorge trabaja junto al Consejo Mundial de Turismo Sostenible (GSTC) para ampliar las oportunidades de capacitación y transferencias de conocimientos en turismo sostenible en toda América latina, participando regularmente como formador, consultor y orador de conferencias y eventos de turismo y planificación territorial. Además, trabaja de cerca con comunidades locales y originarias en Chile (Mapuche y Lickan Antai), apoyando la creación de experiencias auténticas para los turistas y generando oportunidades de ingresos económicos para ayudar a sostener la forma de vida de estas comunidades anfitrionas.

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