



OVER THE PAST 20 YEARS, GARCIA ROSA HAS BEEN ONE OF THE KEY PLAYERS AND ENTREPRENEURS IN SHAPING TOURISM AND HOSPITALITY IN ARGENTINA AS WELL AS THE REST OF SOUTH AMERICA. HIS EXTENSIVE EXPERIENCE HAS INFLUENCED NOT ONLY THE PROFESSIONAL SECTOR, BUT THE ACADEMIC ARENA AS WELL. HIS WIDE RANGE OF PUBLICATIONS THROUGHOUT THE YEARS SERVE AS TESTIMONY TO HIS GLOBAL VISION AND THE ROLE HE HAS PLAYED IN FLESHING OUT HIS UNIQUE PERSPECTIVE IN THE INDUSTRY

IN 1995 HE FOUNDED ARTURO GARCÍA ROSA & ASSOCIATES (RHC HOSPITALITY CONSULTING), TOURISM AND HOSPITALITY CONSULTING FIRM. IN 2000, THE FIRM BECAME HVS ARGENTINA, AN AFFILIATE OF HVS INTERNATIONAL WHICH IS BASED OUT OF NEW YORK AND HAS OFFICES PLACED STRATEGICALLY ACROSS THE GLOBE.

His accomplishments in the field include:

- **Vice President & Managing Director of the Alvear Palace Hotel** from 1984 to 1995, leading the project that allowed Buenos Aires to recover one of its greatest hotels, creating the first national deluxe management.
- He started his hotel career in the **Aragón –Nogaró Group-** where he worked in several positions (1978/1983).
- Former CEO and founder of **Destino Argentina** (2003-2005). A non-profit organization integrated by key private players in the industry, with the objective of promoting Argentina as a tourist destination.
- Former **President** of **WELCOME ARGENTINA** (2003/2005), an association integrated by major airlines, hotels and tour operators.
- **Member of the Marketing Committee of THE LEADING HOTELS OF THE WORLD** (1993/94)
- **President of the Advisory Council of the HOTEL & RESTAURANT EXPO** (1997)
- Director of the Hotel Management Career at **BELGRANO UNIVERSITY** (1992/94)
- Founder and Member of the Academic Council of the **E.S.H. (Hotel School)** (1991/93)
- Member of the Executive Committee of the **A.H.T. (Tourism Hotels Association)** (1990/94)
- Entitled Member of the **BUENOS AIRES HOTEL ADVISORY COUNCIL** (1992/94)

He is currently involved in the following projects and professional activities:

- Presides **HVS Argentina** since its opening in 2000, covering Argentina, Chile, Peru, Ecuador, Colombia, Venezuela, Uruguay, Bolivia y Paraguay.
- Member of the Board of the **AMCHAM TOURISM COMITTE** (CHAMBER OF COMMERCE OF THE UNITED STATES OF AMERICA)
- Collaborates with national and regional governments for the developing of hotels and tourism policies.
- Author of the Argentina 2010 Tourism Plan.
- Member of the World Tourism Organization (WTO) since 2002.
- In August 2006 he was distinguished as Honorary Member of Destino Argentina.