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INKATERRA

INTRODUCTION

Inkaterra is the originators of eco-tourism in the Peruvian Andes the company focuses on the construction of luxurious hotels that are environmentally friendly and socially sensitive. Inkaterra international was established in 1975 and positioned to offer tourists an experience while participating in the stimulation of the growth of the biodiverse regions.

CHALLENGES FACED

This is one of the primary concerns of managing Inkaterra organization since it is difficult at times to form coherent strategy that combines both organization's sustainability and profitability. The company needs to spend money in green structures and initiatives while it's competing with other luxury hotels that do not necessarily have to be green.

STRATEGIC RECOMMENDATIONS

Thus, Inkaterra should keep on investing in green technologies and seek to engage in cooperation with international conservation organizations.

Furthermore, the company can improve the Marketing by presenting sustainable tourism as a special concept in this particular company.

CONCLUSION

Among all the competitors, Inkaterra offers just one strategy that can be called unique – the concept of sustainable tourism. However, the company experiences some seemingly unceasing problems, which it has to solve to maintain its position on the market.

RECOMMENDATION

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