

Tourism BEE Charter Council appoints director for stakeholder relations

The Tourism BEE Charter Council has appointed Arlene Wilson-Max as its director for stakeholder relations.

Previously the executive officer of the Federated Hospitality Association of Southern Africa's inland region, Wilson-Max is responsible for engaging with all tourism industry stakeholders to facilitate commitment to Black Economic Empowerment in the sector.

Wilson-Max has vast working experience with industry-related organisations and member-driven associations within the private and public sector. She sits on various working groups and committees. These include the South African Meetings Industry Federation, the THETA Hospitality Chamber, the Gauteng Tourism Forum, the committee for the marketing and promotion of South Africa as a tourist destination and the FIFA 2010 Communications Forum.

She holds certificates for strategic management, sales and marketing and SMME development through Cambridge University and a Zimbabwean/Italian exchange programme through the Zimbabwe National Chamber of Commerce and Industry.

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