



Barbara Wold is an internationally known speaker and authority to the retail, hospitality, tourism and airport industries. More than 40 years of firsthand experience in executive and sales management, marketing and repositioning have made Ms. Wold one of the industries' most sought after speakers.

Barbara understands the importance of tourism and how it boosts the revenue of the economy, creates thousands of jobs and develops the infrastructures of a state. The number of jobs created by tourism in many different areas is significant. Sociocultural impacts are associated with interactions between people with differing cultural backgrounds, attitudes and behaviors, and relationships to material goods.

Ms. Wold travels around the globe and has taught in over twenty countries.