Introducing DEI in the workplace

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Overview

• High-level overview of what DEI is (and isn’t)
• How it relates to the travel industry
• Ways to introduce it into the workplace
• Partners & resources
Definition

• DEI - Diversity, Equity & Inclusion
  • Many other terms exist (DIBA, DIB, JEDI, etc.)
  • Secondary terms - LGBTQIA+, BIPOC, etc.
  • Each company can decide what their priorities are

• Umbrella term referencing policies, practices and strategies aimed at spotlighting these often under-represented facets of company culture - for both employees & clients

• “We know that responsible tourism cannot be sustained when it is designed by a homogeneous group of people because they cannot speak to all the ways that tourism benefits or harms diverse communities.” - CREST
What it’s not

• End all, be all
• A one-and-done process
  • A culture shift
  • Can and recommended to be revisited, reviewed and revised over time
• All things, all at once
• Cost prohibitive
• About feeling bad for people
• There is no perfect plan
• Just a “hot topic”
Diversity

- Racial/ethnic background
- Ability/disability, neurodiversity
- Language
- Socioeconomic status
- Citizenship, land of origin
- Faith, religious and/or spiritual affiliation
- Gender identity, gender expression
- Sexual orientation
- Age
- Marital status

Equity

- Not the same as equality
- May involve giving additional support/resources to a particular group
- Takes diversity into account

Inclusion

- Hear, support & value all individuals
- Avoids diversity hires/tokenism
- Incorporates diversity factors in norms
Travel industry impact

• Ensures we are making travel accessible to all kinds of travelers in all kinds of ways (types of locations, vendor choice, etc.)

• Schools requesting plan/intent with RFP

• Service & travel industry have been historically more diverse workforces than tour operator companies

• Our travelers care about and are impacted by these topics

• DEI topics affect our travelers’ ability to benefit from travel that changes lives
Implementation

• Start small & simple
• Highlight what you’re already doing
• Practice authenticity/avoid reactivity; norms vs. procedures
• If you formalize a plan, include how & when you plan to revisit
• Create opportunities to explore what identified topics mean to your current & prospective staff
  • CRGs if large enough
  • Surveys, open forums, committees
  • Culture of checking in
Implementation

• Complete an assessment and/or identify areas of focus (recruiting, marketing, clientele, vendors, destinations, etc.)

• Expand your understanding
  • Blind résumé reviews
  • more inclusive job descriptions
  • consider alternative job posting avenues
  • vendor choices
  • health insurance coverage
Partners & Resources

• Travel Unity - www.travelunity.org
  • provide workshops, training, and support for DEI plan creation
  • travel-industry specific
  • Offer certification

• Tourism Cares – www.tourismcares.org
  • Aimed at creating sustainable practices to preserve travel industry

• Tourism Diversity Matters – www.tourismdiversymatters.org
  • Organizational assessments & workshops to support & develop DEI

• Reframe52 – www.reframe52.com
  • App/platform aimed at true organizational integration/culture shift of DEI

Takeaways

• You are already doing the thing!
• You can start right where you are
• There is no perfect plan
• No effort is too small
• You don’t have to implement this alone!