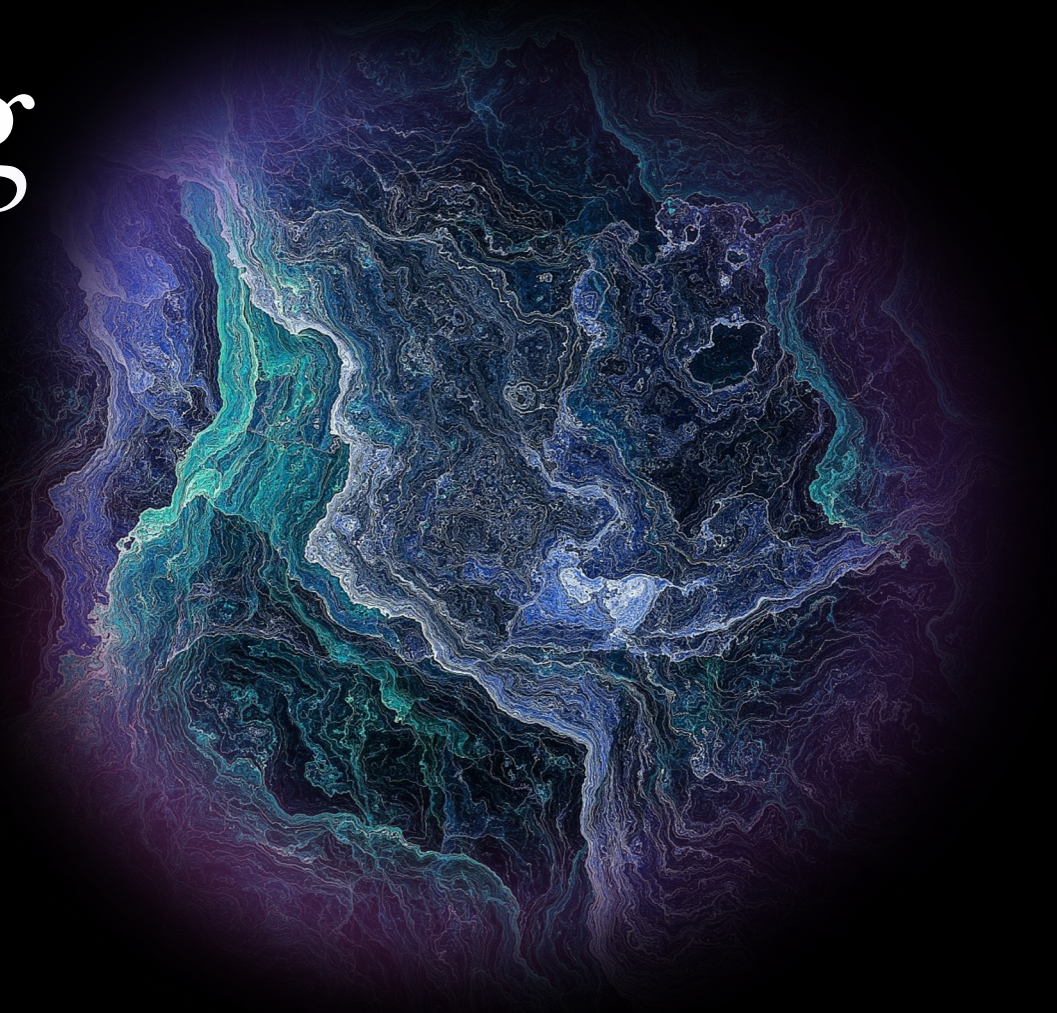


Introducing DEI in the workplace

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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

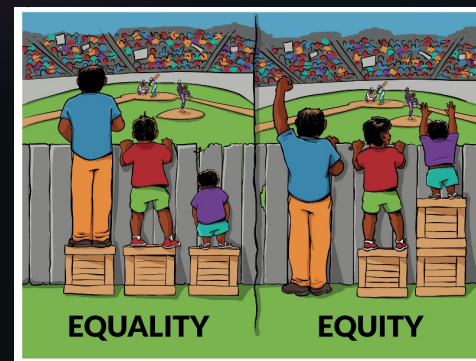
- Racial/ethnic background
- Ability/disability, neurodiversity
- Language
- Socioeconomic status
- Citizenship, land of origin
- Faith, religious and/or spiritual affiliation
- Gender identity, gender expression
- Sexual orientation
- Age
- Marital status

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.tourismdiversitymatters.org
 - Organizational assessments & workshops to support & develop DEI
- Reframe52 - www.reframe52.com
 - App/platform aimed at true organizational integration/culture shift of DEI
- <https://www.shrm.org/resourcesandtools/tools-and-samples/hr-forms/pages/guide-to-developing-a-strategic-diversity-equity-and-inclusion-plan.aspx>

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!