

Course Syllabus

Session 1: Introduction to DEI

Topic:

The first session provides an introduction to GSTC, Travel Unity and its DEI Standards for Travel & Tourism, along with terminology related to DEI. Participants will also get a chance to meet one another and learn about why this topic is meaningful and what they're looking to gain from the course.

Learning Goals:

- Understand Travel Unity's approach to diversity, equity, and inclusion (DEI).
- Learn about the alignment between Travel Unity's DEI Standards for Travel & Tourism, GSTC Criteria, and the SDGs.
- Learn about important terms related to the many aspects of identity, including racial/ethnic terms, LGBTQ+, and accessibility/disability.
- Discuss how allyship currently plays a part in the lives of participants.

Session 2: Identity + Bias

Topic:

In the second session, we will uncover our own personal and social identities and learn about how our experiences and sense of self coincide with and differ from colleagues. We will also explore how we should address our biases - by pausing and reflecting before acting.

Learning Goals:

- Understand the different aspects of personal and social identity.
- Learn about how to address biases.
- Discuss our identities and our experiences with privilege - both times we have had privilege and times that we have not.

Session 3: Applied DEI in Visitor-Facing Organizations

Topic:

Session 3 begins with detail on the business case for DEI and how to convey that to colleagues and stakeholders, then continues with introductory tips on how to align with Travel Unity's DEI Standards for Visitor-Facing Organizations.

Learning Goals:

- Understand the business case for DEI.
- Learn about the history and foundation of Travel Unity's DEI Standards for Travel & Tourism, including both the Standards for Visitor-Facing Organizations and Standards for Special Events & Sports.
- Discuss why DEI is important from a business perspective and how participants' organizations are currently addressing DEI.

Session 4: Management & Workforce

Topic:

Session 4 begins a deeper dive into the Pillars of Travel Unity's DEI Standards for Visitor-Facing Organizations, starting with Pillar A, Management & Workforce, which covers the organizations external and internal commitment to DEI and how the organization implements DEI throughout the employee lifecycle.

Learning Goals:

- Understand Travel Unity's DEI Pledge for Individuals.
- Learn about how DEI can be part of the entire employee lifecycle, from recruitment to offboarding
- Discuss how organizations can internal and externally commit to DEI.

Session 5: Visitorship

Topic:

Session 5 continues diving into the Pillars of Travel Unity’s DEI Standards for Visitor-Facing Organizations, with Pillar B, Visitorship. The session will cover stakeholder identification and mapping, the concept of “Welcoming & Fulfilling Experiences”, and what it means to provide inclusive visitor experiences across travel industry sectors.

Learning Goals:

- Understand how to incorporate DEI in communications strategy and implementation.
- Learn how to balance and prioritize different stakeholders.
- Learn how to anticipate the needs of different types of visitors.
- Discuss what it takes to craft experiences where visitors can truly feel welcome

Session 6: Community Impact

Topic:

Session 6 completes the deep dive into the Pillars of Travel Unity’s DEI Standards for Visitor-Facing Organizations, finishing with Pillar C: Community Impact. Topics covered will include the Travel Unity term ‘DLI’ (diasporan, local, and Indigenous) and concepts related to emotional intelligence.

Learning Goals:

- Understand how stress and trauma impact people’s experiences as travelers and in the workplace.
- Learn how communities can self-identify as diasporan, local, and/or Indigenous.
- Discuss what it means to be a local
- Discuss how we personally cope with stressful situations.

Session 7: Practical Application #1

Topic:

In the seventh session, participants will share how they will apply the course's learnings in their current roles.

Learning Goals:

- Understand how industry colleagues will be applying DEI within their organizations.
- Learn about how individuals and organizations are at different points in their DEI journey.
- Discuss alternative approaches to DEI in travel.

Session 8: Practical Application #2

Topic:

In the eighth and last session, participants will continue to share how they will apply the course's learnings in their current roles.

Learning Goals:

- Understand how industry colleagues will be applying DEI within their organizations.
- Learn about how individuals and organizations are at different points in their DEI journey.
- Discuss alternative approaches to DEI in travel.