WE CONNECT THE WORLD OF TRAVEL.
LGTB TRAVEL:  
LONG LIVE DIVERSITY!
ITB Berlin, the world’s largest & leading travel trade show, is actively committed to 

**tourism’s responsibility to the society** and advocates touristic developments which foster **human dignity, security and justice** for all participants.

We use our platforms to raise awareness, discuss **controversial issues** and to encourage tourism professionals to get engaged!

→ **We promote GSTC criteria**
CSR > Corporate responsibility means respecting Human Rights wherever in the world businesses operate

➔ Business plays an unique role in advancing Human Rights – ..must prevent abuse – and provide redemy, in case abuse happens

= not a PASSIVE responsibility – needs to be integrated systematically into all corporate processes –

> Human Rights consciousness as part of your vision + mission / your corporate DNA – or the DNA of a destination

> Mapping & cooperation with all contractors and stakeholders

> develop a solid strategy, a Code of Conduct

➔ all along your supply chain / holistic approach

= No human right should be rated more important than another – Human Rights are not negotiable!
HUMAN RIGHTS demand to embrace diversity, equity & inclusion
>> Include environmental - but also
SOCIAL RESPONSIBILITY - into all tourism business activities..

Human Rights engagement implies fighting against human trafficking, child exploitation, sexual harassment.. – but also against any kind of discrimination >>
Prevent your workforce, your customers and local citizens

Various violations of Human Rights are a reality in tourism-> whether it’s indigenous property rights, the right to access to natural ressources or structural racism >>
Break with systemic injustice!

Create equal opportunities, access to jobs..
Necessity for a new way of recruiting and hiring:
Especially marginalized members of societies are under-represented
>> Engage people from different ethnic backgrounds, different age, religion, sexual orientation, medical condition...; and/or displaced people; hire women for qualified jobs (yes: women are still poorly represented at CEO level... >..and keep in mind intersectionality: A Black woman is even more seldom to be seen at that level)
>> Diverse management teams bring “fresh sets of eyes”!

Fight (un)concious bias => invest in diversity training

Stop cultural erosion: value & strengthen local culture without commercializing the life of the communities..
Lead by example / Lead transformation!
A profound lack of diversity in tourism still appears to be the norm—but:

We can already look at a number of inspiring examples of leadership and creative solutions from the communities themselves (e.g. Black Travel Alliance..)

Take advice & learn from concerned communities, their NGOs and partner with related associations;

consider the diversity which also exists within the members of any 'group'

Define your key diversity areas – offer tailored products & services.

Reflect DEI in your marketing:

..Being authentically reflected in marketing + advertising has a huge influence on travel decision making..

Remember:

Guest’s personal experience of feeling accepted counts most.
The hospitality industry by now recognizes the need to reflect the way it operates; tourism leaders need to advocate and speak up for human rights in tourism & the implementation of due diligence policies in all related businesses and destinations!

 Allyship plays a critical role in creating inclusive and respectful working space cultures, builds trust, is a consistent, ongoing process of co-mingling of ideas and intentions, of advocating and being a voice..

Human Rights issues cannot be treated in isolation: ITB Berlin is co-founding member of the „Roundtable on Human Rights in Tourism“, an international open multi-stakeholder platform (> sector approach) to help fulfill Human Rights in the tourism sector.
**Risks & challenges:**
- the complexity of the issue (> supply chains)
  - intransparency / pink-washing
  - need for time (patience..)
  - monetary investment for training
- non-cooperative governments, legislations
- difficulty to ensure gender adequacy (traditions, conflicts in communities; conservative mind-settings..)

>> DIE efforts are perceived differently in different countries due to unique & complex historical & cultural dynamics of a place!

=> Look for 'progressive partners' in socially conservative destinations! ITB is helping to drive change →

The tourism industry can be a vehicle to help creating acceptance + build bridges
GIVING WINGS TO SUSTAINABLE RESPONSIBILITY.
Let’s stay connected!

See you @ ITB Berlin - March 5 - 7, 2024!

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