

North American Edition

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**Featured
Research:**

Inclusion & Diversity Guidelines
From: World Travel & Tourism Council



OVERVIEW

Given that investing in DEI is the ethical thing to do and has significant benefits for organizations, the WTTC has compiled [inclusion and diversity guidelines](#) that you can adopt within your organization. The guidelines are dependent on a shared understanding of diversity and inclusion, which is summarized in the graphic below:



FOUR PILLARS OF DIVERSITY & INCLUSION

The following four (4) pillars of diversity and inclusion, as well as example strategies that your destination could adopt, are based on current research, insights, and best practices:

Developing a Supportive System	Creating Safe Spaces	Supporting an Agile System	Exemplifying Inclusion & Diversity
Leverage performance management systems to embed diversity and inclusion and support diversity goals.	Make diversity and inclusion values clear at all levels of the organisation and in all engagements.	Provide an opportunity for departing employees to voluntarily participate in an exit interview that includes input on diversity and inclusion.	Define organisational stakeholders beyond employees, including local communities.
Have a clear, transparent, and bias-free framework that determines how staff are remunerated and how increases are calculated.	Provide a safe space for employees to share their feedback, over time, on the organisation and their experience of it.	Engage proactively employees in the creation of diversity and inclusion initiatives and goals to ensure they meet their needs whilst addressing biases.	Create systems to regularly engage with key stakeholders and incorporate their feedback, where appropriate.
Integrate diversity and inclusion goals within regional and department objectives.	Establish and support employee resource groups where applicable.	Consider conducting employee surveys to learn about employee sentiment.	Equip and train customer-facing staff to address issues relating to diversity and inclusion.
Have overt leadership support for and communication of diversity and inclusion initiatives.	Create an environment that facilitates difficult but respectful conversation about diversity and inclusion.	Share feedback and aggregated data, on a regular basis, with employees on diversity and inclusion progress.	Employ local employees whenever possible.

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