

## **GSTC Applied DEI in Travel and Tourism**

### **Online course**

#### **Session 1: Introduction to Diversity, Equity and Inclusion**

**TOPIC:**

The first session provides an overview of the GSTC and the GSTC Criteria related to social sustainability along with essential terminologies in Diversity, Equity and Inclusion (DEI). In the second half of the session, we will dive deeper into Identity and try to understand different aspects of personal and social identity. We will also cover how to address bias.

Participants will also get to meet one another and learn why this topic is meaningful and what they want to gain from the course.

**LEARNING GOALS:**

- Understand the terminologies of DEI
- Discuss why personal or social identity matters in the organization
- Understand what kind of bias exist and how to address them
- Understand how DEI is perceived in different parts of the world

#### **Session 2: Management and workforce**

**TOPIC:**

The second session delves deeper into the social pillars of the GSTC Criteria. We will then consider how DEI is important from a business perspective and how it will impact our commitments and performances. Participants will also have a chance to share their experience in DEI in organizational settings.

We will also look into best practices of DEI in organizational settings.

**LEARNING GOALS:**

- Emphasize the 'Diversity & Equity'
- The GSTC Criteria on Social Sustainability
- Discuss how to embrace DEI in your organization and connect it to organizational commitment and job satisfaction
- Learn about best practices in DEI

**Session 3: Visitor facing organization & Community Impact**

**TOPIC:**

The third session will start by understanding DEI in a Visitor-facing organization. In the tourism industry, tourism businesses deal with tourists and various other stakeholders. We will learn about stakeholders' perceptions and how to build an inclusive process.

We will discuss about how tourism impacts the Community and contributes to Local development. By looking into some best practices, we will see how visitors and the local communities both can benefit from the tourism industry.

**LEARNING GOALS:**

- Emphasizing the 'Inclusion'
- The GSTC Criteria on Cultural interaction and best practices
- Stakeholder mapping and bringing in an inclusive process