

February 2022

FAREHARBOR
webinars



Diversity, Equity & Inclusion

The Future of Tourism



Dana Stephens

Account Manager
FareHarbor Denver



Julie Kasinski

Sites Manager
FareHarbor Amsterdam



Kidda Lockett

Technical Support Specialist
FareHarbor Denver



Today's Agenda

**Why This is
Important**

**Traveler
Expectations**

**Action
Steps**



Poll

Why should Diversity, Equity, and Inclusion be an important part of your business plan?

- It creates a stronger business
- It attracts more people to your tours
- It leaves a positive impact on your community
- All of the above



The Why



DEI should be an integral part of your business plan

Benefits to your business

- Widens your customer base
- Attracts talent
- Higher profitability

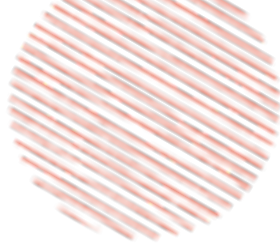
Benefits to your community

- Creates more empathy
- Creates job opportunities
- Supports local businesses and doesn't take advantage of them
- Creates a safe and positive space for all

There are major benefits both for your business and for the community.



Examples



As the Hawaiian Director of Spiritual Tours Hawaii, Kumu Karen is the visionary and the voice behind the experience you will receive on your custom experience. Hers is a highly respected voice among Native Hawaiians, as Kumu Karen is recognized as master teacher and a spiritual leader, descended from a family of spiritual healers from Hawai'i Island and Oahu.



Traveler Expectations



Poll

What is the definition of cultural appropriation?

- Using a culture for your own personal gain
- Appreciating a culture during travel
- Creating cultural experiences



We don't want
to take
advantage of
the community.

Cultural Appropriation

What is cultural appropriation?

- When someone chooses aspects of a culture that is not their own and uses them for their own personal gain

Examples

- Photos
- Disrespecting ceremony
- Clothing
- Jewelry



It's important to respect the culture you are visiting.

Cultural Appreciation

What is cultural appreciation?

- When someone seeks to learn about a culture other than their own and engages in a cultural exchange.

Examples

- Speaking to local artists
- Purchasing from local shops
- Attending a cultural ceremony



The Power of Language

Talk the talk, don't just walk the walk

- When someone chooses aspects of a culture that is not their own and uses them for their own personal gain

The language
we use is
powerful.



Examples



THE LANGUAGE OF FREEDOM

I can imagine nobody better equipped to tell the story than Veronica Gaillard, a resident storyteller whose gorgeous voice turns from deeply resonant as she introduces guests to "The Blues" to soaring angelically as she croons a hymn. Gaillard is one of a handful of storytellers who daily describe the lives, loves and lore of their people to Boone Hall's guests.

Gaillard is a gifted presenter of *"trutē"* (truth). She descends from the Gullah people, a community formed of multiple West African tribes imprisoned and shipped to the American shores (80% of West African slaves were transported to and through the Charleston area). Living together as slaves on plantations and in cities—or in freedmen's communities after emancipation—the Gullah people developed a unique language and customs.



Action Steps



Poll

What dietary options do you offer (choose all that apply)?

- Vegetarian/Vegan
- Gluten Free
- Halal
- Kosher
- Other
- I don't offer food during my activities or tours



The time to start implementing DEI strategies in your business is now.

What you can do now

Action Items

- Create job opportunities for people of color locally
- Ensure there is diversity among your staff and Board of Directors
- Use traditional words in your marketing instead of western terms
- Offer DEI training for staff
- Offer tours and activities that celebrate your area's culture
- Support minority-owned businesses in your area
- Ask local community members what they would like tourists to know about the area



The time to start implementing DEI strategies in your business is now.

What you can do now

Action Items

- Market to different communities
- In your marketing, show a diverse group of people enjoying your tours and activities
- Educate your customers about the area

Ultimately:

Create a Safe and Welcoming
Environment For ALL



Thank you!





FAREHARBOR

compass



Have you checked out Compass recently?

Our webinar series is just one of the many resources we have to support you in growing your business. **Login** to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

To get you started, here are a few to follow up this webinar:

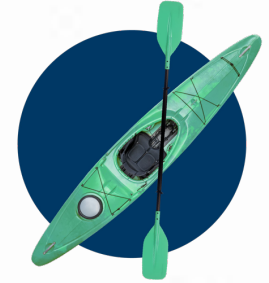
- **Open Up the World: Promoting Inclusion & Diversity in Tourism**
- **Reframing & Decolonizing Tourism**
- **All Together: Your Guide to Inclusive Marketing**





You love positive reviews and so do we!

We want to hear from you! Leave us a review on Capterra and let us know what you think about our content, product, support, and beyond!



*FareHarbor logos for use as slide accents: **copy & paste; resize as necessary***



FAREHARBOR



FAREHARBOR



FAREHARBOR

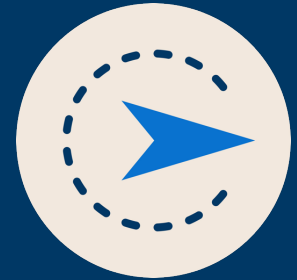


FAREHARBOR

*Meetups logos for use as slide accents: **copy & paste; resize as necessary***



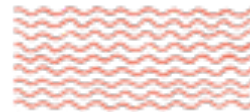
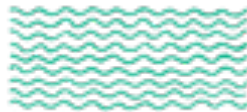
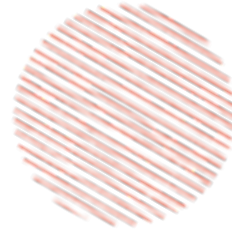
FareHarbor Compass logos for use as slide accents: copy & paste; resize as necessary



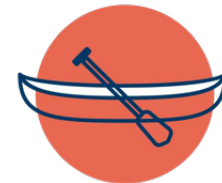
FareHarbor partnerships logos for use as slide accents: copy & paste; resize as necessary



FareHarbor **brand patterns** for use as slide accents: **copy & paste; resize as necessary**



FareHarbor **activity icons** for use as slide accents: **copy & paste; resize as necessary**



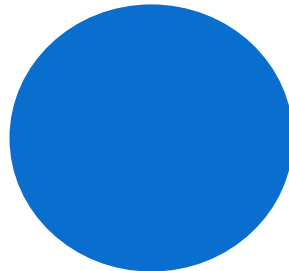
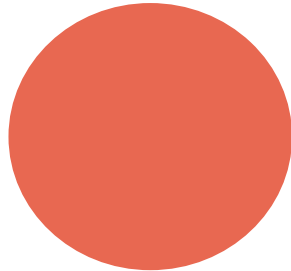
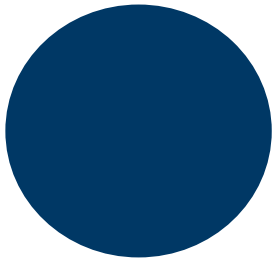
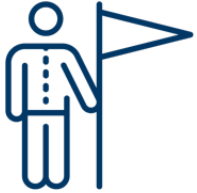
Misc. icons for use as slide accents: copy & paste; resize as necessary



Misc. icons for use as slide accents: copy & paste; resize as necessary



Misc. icons for use as slide accents: copy & paste; resize as necessary





FAREHARBOR webinars





