



Session 1: Inclusive Tourism



Learnign Objectives

The aim of this session is to explore the concept of inclusive tourism and how it is applied in the tourism context from an SME perspective.

Keywords: Inclusion, inclusive tourism, equality, diversity, tourism for all

Key Words



Diversity, at its simplest, means differences and combinations of differences between and within people

Equity means ensuring fair treatment and equal opportunities for all.

Inclusion referring to integration and participation. This means that every person has the opportunity to participate equally in the various activities of society.

Diversity is about recognising that each individual has something distinctive to contribute; while inclusion ensures those individuals are seen, welcomed, respected, and appreciated.

DEI - Diversity, Equity ja Inclusion

Demographic diversity, which includes, among others, age, ethnicity, gender, religion, sexual orientation, disability, nationality, or family situation.

Intellectual diversity refers to differences in our thinking patterns, problem-solving styles, ways of processing information, and individual ideas and perspectives. It also includes neurodiversity.

Experiential diversity includes, for example, socioeconomic and educational background, previous work history, life experiences, and hobbies.

DEI
Matters.
Now More
Than Ever.

Key Words



Inclusive tourism refers to the continuous effort to develop **tourism companies, services and destinations** so that all stakeholders, not only visitors, regardless of background, have equal opportunities to enjoy tourism and the experiences it brings.

The goal of inclusive tourism is to prevent conscious or unconscious unequal treatment and discrimination and instead offer an experience of being taken into account for an increasingly diverse group of visitors.

Tourism for all aims to make tourism accessible to as many people as possible.



Co-funded by
the European Union

This project receives funding from the European Union's SMP Programme under Grant Agreement No 101181590.

Inclusive Tourism

Tourism that is inclusive and respectful of diversity contributes to the realization of an open, equal, and inclusive society.

Links to the UN Sustainability Goals.



Transition Pathway for Tourism



The EU Transition Pathway for Tourism addresses inclusive tourism primarily through its social dimension and related actions that aim to ensure accessibility, fairness, and inclusivity across the tourism ecosystem.

Emphasizing that accessible and inclusive tourism is a right, aligned with the UN Convention on the Rights of Persons with Disabilities and the EU Strategy for the Rights of Persons with Disabilities 2021–2030

Taking into account accessibility for persons with disabilities, Access for All, Fairness and Attractiveness of Tourism Jobs, Wellbeing of Residents & Social Sustainability, Education and Skills for Inclusivity and Digital Accessibility.



Co-funded by
the European Union

This project receives funding from the European Union's
SMP Programme under Grant Agreement No 101181590.



Equal



Inclusive



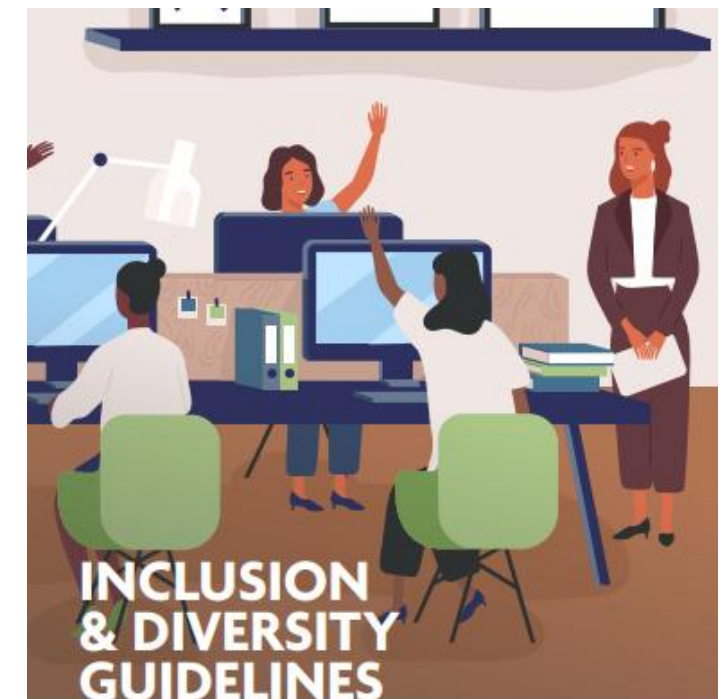
INCLUSIVE TOURISM SUPPORTS SUSTAINABLE GROWTH



Inclusive Tourism Companies

A diverse workplace offers significant benefits, including **boosting innovation and creativity, improving decision-making, enhancing financial performance, strengthening employer brand, increasing employee engagement & retention, and better connecting with a broader customer base**, all by bringing together varied perspectives and experiences to solve problems and create better strategies.

Diversity and inclusion are most effective when they are part of an organisation's culture and DNA. *One solution does not fit all.



DECEMBER 2020



Inclusive Tourism Experiences



Co-funded by
the European Union

This project receives funding from the European Union's
SMP Programme under Grant Agreement No 101181590.

Diverse Customer Groups

- sexual and gender minorities, i.e. the LGBTQ+ community
- religions and beliefs
- ethnicity



EXAMPLE

Halal-friendly Travel



EXAMPLE

LGBTQ+ Travel



Front page | News and stories | Equal Levi – We Speak Gay



EQUAL LEVI – WE SPEAK GAY

September 26, 2023

We welcome all people equally to Levi.

Visit Levi has joined the We Speak Gay community as a partner!

We strongly believe that tourism is for everyone. We want to make Levi and Lapland a place where every guest can feel welcome and respected, regardless of their gender, sexual orientation or background.

We Speak Gay is a significant step towards equality and diversity in the tourism industry. Founded in 2018, the community aims to communicate about rainbow-friendly, safe tourism in Finland while increasing rainbow communication in the industry.

As part of the We Speak Gay community, we increase the sense of safety for rainbow travelers and reduce travel stress. This is how responsible Levi works.

#wespeakgay #doitonce #themelovians



www.visitlevi.fi



Gay-friendly
LGBT+-friendly



Steps for SMEs to Improve Inclusivity

- 1. Assessing current services and identifying barriers** that prevent certain groups from participating.
- 2. Providing accessibility in physical spaces**, such as ramps, clear signage, and adapted facilities, and ensure that information is available in multiple formats, including easy-to-read text and different languages.
- 3. Training staff** to understand diverse needs and offer respectful, helpful service is essential.
- 4. Building partnerships** with organizations that represent people with disabilities or minority groups can help refine practices.
- 5. Continuously gather feedback** from visitors and update its services to stay inclusive and responsive.

Summary



First, inclusivity is a human right issue and should be an integrated part of a tourism SMEs in all levels, both staff and travelers.

Second, accessibility must be integrated into services and facilities so that people of all abilities can participate comfortably. Communication should be clear and available in multiple formats and languages to ensure everyone can understand and plan their visit.

Third, staff training is essential to create a welcoming environment and provide respectful, informed assistance to diverse guests.

References



In-Tour training modules for tourism staff. <https://in-tour.eu/main-results/in-tour-training-modules>

Li, H., Meng, F. & Zhang, Z. (2016). Non-participation of domestic tourism: Analyzing the influence of discouraging factors. *International Journal of Tourism Research*, 18, 567–578. doi:10.1002/jtr.2074

Future of accessible tourism (2015). *Journal of Tourism Futures*, 1(3), Special Issue. Jutila, S. & Ilola, H. (toim.) (2013). *Matkailua kaikille? Näkökulmia matkailun ennakointiin, osa II*. Rovaniemi: Matkailualan tutkimus- ja koulutusinstituutti.

Transition Pathway for Tourism. 2022. <https://transition-pathways.europa.eu/tourism/ttp-reports/tourism-transition-pathway-eu-strategy-boost-green-and-digital-transformation>

UN. Sustainability Development Goals. <https://sdgs.un.org/goals>

Visit Levi. www.visitlevi.fi

Visit Singapore. www.visitsingapore.com

World Travel & Tourism Council. 2020. Inclusion & Diversity Guidelines. <https://researchhub.wttc.org/product/inclusion-and-diversity-guidelines>

World Travel & Tourism Council. 2023. Creating Belonging: Diversity, Equity, Inclusion, & Belonging in Travel & Tourism. <https://researchhub.wttc.org/product/creating-belonging-diversity-equity-inclusion-belonging-in-travel-tourism-2023>

Activity II: Current Situation Mapping

- Select a company or destination or do it for your own company.
- Map the current situation regarding inclusiveness and accessibility.

Identify:

- Existing accessible facilities and services.
- Gaps in accessibility and inclusivity.
- Opportunities for improvement
- Potential partners
- Prepare a short action plan with priority steps

*Here you can utilize a sustainability programs if the company has some existing



Activity II: Customer Persona

Create a detailed persona representing a traveler who requires inclusive and accessible tourism services. Utilize the customer persona template.

Include:

1. Demographic details (age, gender, nationality).
2. Accessibility needs (mobility, sensory, cognitive).
3. Travel motivations and preferences
4. Pain points and barriers they face
5. Expectations for an ideal inclusive travel experience. Use this persona to guide recommendations for improving inclusivity in the chosen company or destination

*Here you can activate your local network, associations or experts by experience



Activity II: Customer Persona Template



Customer Persona

Photo

Name:

My values:

What motivates me to join the event?

What is the problem I have which you can solve?

My needs and desires

Take these things into consideration with me

Value proposition:





inspires-tourism.eu



linkedin.com/company/inspires-tourism



facebook.com/INSPIRES-TOURISM



Co-funded by
the European Union

This project receives funding from the European Union's
SMP Programme under Grant Agreement No 101181590.

