

WORLD TRAVEL & TOURISM COUNCIL

AIG®

CREATING BELONGING

DIVERSITY, EQUITY, INCLUSION, & BELONGING

EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

Diversity, Equity, Inclusion & Belonging will be key to the long-term, sustainable future of a sector that is forecast to support 430 million jobs in 2033. *Creating Belonging: Diversity, Equity, Inclusion & Belonging in Travel & Tourism* provides businesses in the sector with the data and case studies they need to support and to celebrate their diverse workforces.

Its cross-country analysis breaks down employment in Travel & Tourism by gender, age, disability status, educational attainment, sexual orientation and ethnicity/race. Drawing on findings from the recent WTTC DEIB survey, this report also provides an overview of policies that have worked well in the past, and ideas for companies to try in the future.

This report is divided into three sections.

1. Section one familiarises readers with concepts and terms in the field of diversity, equity, inclusion, and belonging (DEIB).
Until recently, efforts to build more inclusive organisations and cultures were called Diversity and Inclusion. The addition of Equity and Belonging represents a more holistic view.

Equity means giving everyone access to the same opportunities and resources in the workplace, no matter their identity and circumstances. Belonging refers to the sense of connectedness, acceptance, and support that people feel within an organisation or community.

2. Section two analyses employment data for Travel & Tourism to equip businesses and policymakers with a benchmark for future progress.
Travel & Tourism supports 1 in 11 jobs on the planet. It is a particularly important provider of jobs for women and young people, directly employing nearly 40 million female workers and 15 million young people (aged between 15 and 24) globally in 2021.

The gender makeup of the Travel & Tourism workforce is similar to the wider economy, of which 39.5% was female in 2019. Travel & Tourism employed a larger share of young people (15.8%) than the wider economy (13%) in 2019.

The report also examines employment data relating to disability status, educational attainment, sexual orientation and ethnicity or race from a more limited range of countries. In the UK, for example, it finds that Travel & Tourism employs a similar proportion of non-white and disabled workers as the wider economy, and a higher proportion of both LGBTQ+ workers and those with no or low formal education.

3. Section three explores ways to make Travel & Tourism more inclusive.
The report finds that the sector has made positive DEIB progress on the following: internal practices, recruitment strategies, compensation, benefits & perks and education & training. It identifies the following challenges to future DEIB progress: data availability & privacy concerns, political and legislative contexts, funding & return on investment, barriers to DEIB training, evolving terms and definitions, balancing internal & external change and a lack of roles dedicated to DEIB.

The report ends by outlining ways that businesses can take action to increase DEIB. These are organised into the following areas:

- Education
- Senior leadership
- Business/Employee Resource Groups (B/ERGs)
- Recruiting a Diverse Workforce
- Find Partners
- Benchmarking & Research
- Celebrating the Culture
- Accommodate Difference

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