



NATIONAL EXTENSION TOURISM NETWORK

Building Diversity, Equity, Access, and Inclusion (DEAI) in Tourism Outreach

Various social groups participating in tourism have historically lacked support and continue to face marginalization and systemic disadvantage. In 1994, S.F. Philipp recognized both prejudice and discrimination in tourism policies, many of which are still prevalent today. Additionally, social differences between marginalized groups and mainstream communities where “external agents have not been able to adequately manage the agritourism implementation processes” (Pérez-Olmos, & Aguilar-Rivera, 2021, p. 2) have led to unsuccessful or unpleasant experiences. In recent years, COVID-19 disproportionately affected minority- and women-owned enterprises, and current social climates, including around social justice, are now calling for a more equitable distribution of economic resources to include women and people of color (POC), as well those from other marginalized groups (Baum, & Mooney, 2020).

The National Extension Tourism (NET) Network works to integrate research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, especially in rural communities. Many of the rural communities and associated workforce NET targets represent diverse populations and backgrounds, and thus, NET is well positioned to provide education and leadership in building DEAI in tourism. The tourism industry itself has moved to expand DEAI by providing its leaders with resources. Examples include the new US Travel Association and Tourism Diversity Matters (TDM) partnership to support industry DEAI efforts. Additionally, destination organizations, such as Destination DC and Visit Orlando, are taking the lead in achieving open, welcoming, and accessible tourism activities in their region.

NET is committed to DEAI, and thus established a special committee in 2022 to provide DEAI guidance, tools, and resources for NET member use in tourism Extension and outreach. The committee also seeks to integrate DEAI best practices at NET conferences and events, as well as enhance the diversity of NET’s membership. To achieve its goals, the committee seeks additional financial and human resources.

If you are interested in contributing or would like further information, please contact Natalie Chin, Committee Chair, at nchin5@aqua.wisc.edu.



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What is DEAI?

Diversity: The understanding of individual differences along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, geographic background, life experiences, age, physical abilities, cognitive abilities, health, physical characteristics, body composition, religious beliefs, political beliefs, or other perspectives and ideologies.

Equity: Fairness and equality in outcomes, not just in resources and opportunity. Recognition that each person needs something different to succeed and to reach their own purpose, values, and goals.

Access: Accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities, or age.

Inclusion: The achievement of an environment in which all individuals are treated fairly and respectfully, have equitable access to opportunities and resources, and can contribute fully.

Source: See page 2.



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Examples of how NET and its members are building DEAI



The
UNIVERSITY
of VERMONT

Lisa Chase, Director of the Vermont Tourism Research Center, whose *Agritourism Gatherings* webinar series has explored diversity and racial justice in agritourism in the US and abroad.

<https://www.agritourismworkshop.com/gatherings-past.html>



Claudia Gil Arroyo, Agricultural Agent with Rutgers Cooperative Extension, conducts research on the role of women and indigenous peoples in tourism.

<https://scholar.google.com/citations?hl=en&user=UCSbeJQAAAAJ>.

DEAI Tourism Resources

Tourism Diversity Matters: <https://tourismdiversitymatters.org>

Center for Responsible Travel:

<https://www.responsibletravel.org/blog/why-diversity-equity-and-inclusion-matters-to-center-for-responsible-travel/>

Destinations International: <https://destinationsinternational.org/equity-diversity-inclusion>

eXtension Diversity, Equity, and Inclusion: <https://dei.extension.org>

References

Baum, T., Mooney, S. K., Robinson, R. N., & Solnet, D. (2020). COVID-19's impact on the hospitality workforce—new crisis or amplification of the norm? *International Journal of Contemporary Hospitality Management*, 32(9), 2813-2829.

Pérez-Olmos, K. N., & Aguilar-Rivera, N. (2021). Agritourism and sustainable local development in Mexico: a systematic review. *Environment, Development and Sustainability*, 1-21.

Philipp, S. F. (1994). Race and tourism choice: a legacy of discrimination? *Annals of Tourism Research*, 21(3), 479-488.

Definition Sources (from front page)

Center for Responsible Travel: <http://bit.ly/3KAofCI>

United Nations, Promoting Accessible Tourism for All: <https://bit.ly/3YX4uKf>



To learn more:
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