Equity, Diversity, and Inclusion (EDI) Framework for Tourism & Hospitality

go2HR

Where do I start?

If you are reading this Framework, it probably means that you are starting or continuing your work with EDI. This Framework can be used as a tool to help your business in the tourism and hospitality industry to grow your EDI practices.

We understand that businesses are in different places when it comes to EDI. Some businesses start with a commitment on their website or a sign on their front door that tells guests and employees that they are working on EDI. Others might start by making sure that all employees will feel included by taking a look at hiring practices. And others start with training to make sure all employees and management understand the basics of EDI. Know that any starting point is okay.

EDI is a learning journey where you aim for progress, not perfection.

What is EDI?

Equity

is understanding that not everyone starts from the same place. Different barriers must be removed so people have the same opportunities.

Diversity

is the variety of people, experiences and ideas. Some types of diversity are race, ethnicity, age, gender, sexual orientation, religious beliefs, economic status, physical abilities, life experiences, and personal perspectives.

Inclusion

is embracing and respecting diversity so everyone feels valued and able to contribute to their fullest potential.

Equity in context

Equity can refer to different ideas depending on where we use the term. Sometimes, equity shows up in conversations about paying people fairly for the same work, no matter their gender.

Other times, equity can be used when describing the actions that businesses should take so they are hiring people from all walks of life. In this case, it's important to pay special attention to how some groups have been excluded from job opportunities because of barriers such as racism, sexism, ableism, homophobia and transphobia, to name a few.

Equity can also come up in conversations around how to make employment opportunities and guest experiences accessible and inviting for people with disabilities. For example, it could be making sure that there are accessible washrooms in the building, or pulling a coworker aside if you hear them using ableist language.

It's important to note that equity and equality are not the same.

If something is equal, that means people are treated exactly the same, no matter their background. Equity is different because it pays attention to the unique supports someone might need based on the different barriers they face (eg. racism, sexism, ableism, homophobia and transphobia). Everyone experiences different privileges and challenges in different ways, which is why approaching our workplaces with equity in mind is so important.

How to understand the Equity, Diversity, and Inclusion (EDI) Framework for Tourism & Hospitality

In the centre of the figure, the dark blue circle includes industry associations, owners/managers and employees who should all make EDI changes so changes last.
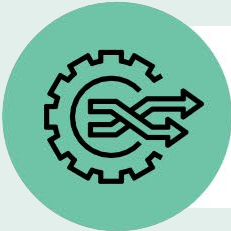
In the next ring are some of the EDI changes that can be made. They do not all need to be made at the same time.

The light blue ring includes tools that can help businesses work towards greater EDI. Businesses can choose how to use different tools depending on their size and capacity.

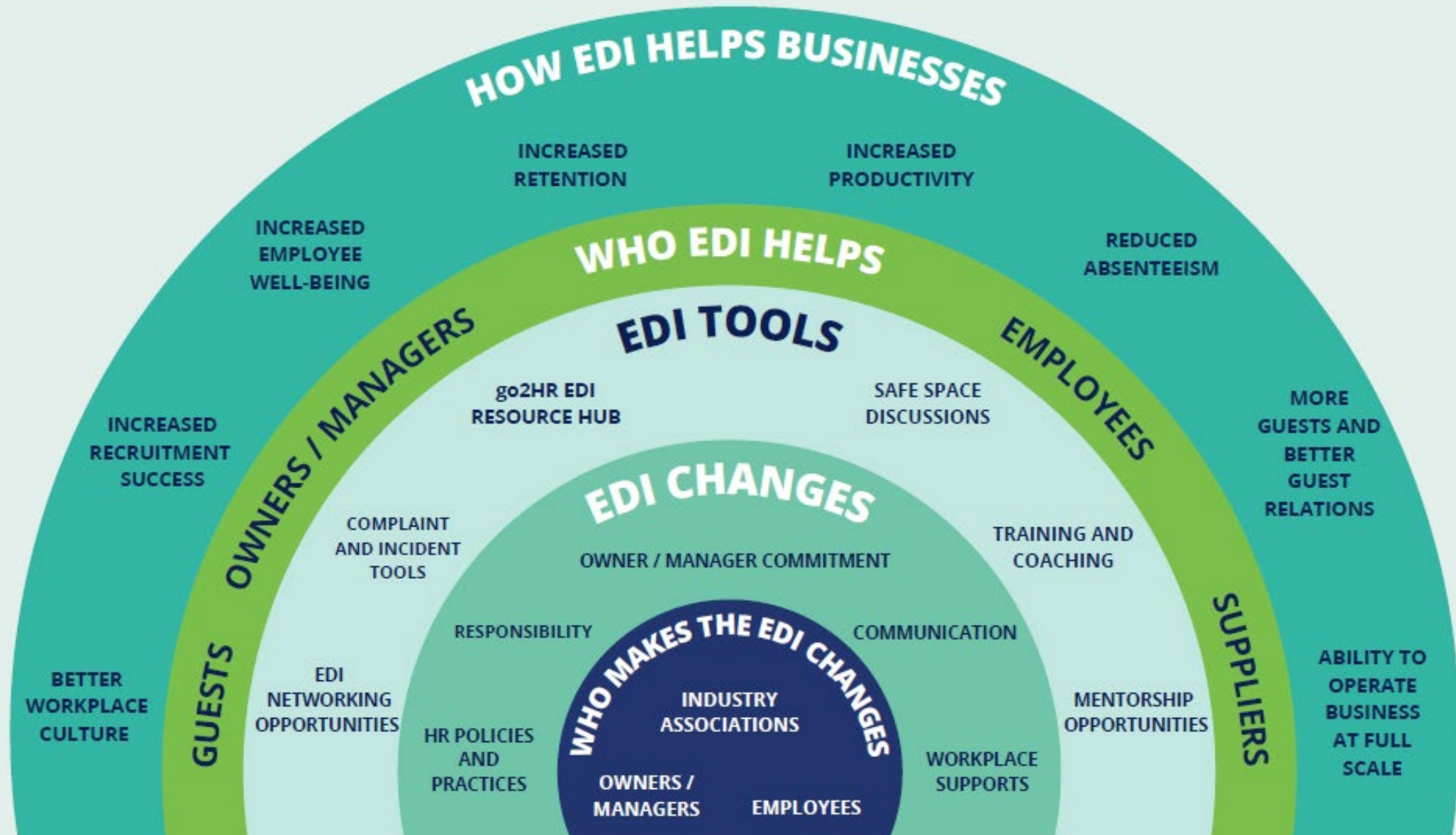The next ring shows who these EDI changes will help.

The outside ring shows how businesses can benefit from greater EDI practices.

HOW EDI HELPS BUSINESSES

WHO EDI HELPS

EDI TOOLS

EDI CHANGES

WHO MAKES THE EDI CHANGES

Equity, Diversity, and Inclusion (EDI) Framework for Tourism & Hospitality

Things to consider on your EDI journey

HOW EDI HELPS BUSINESSES

INCREASED RETENTION

INCREASED PRODUCTIVITY

INCREASED EMPLOYEE WELL-BEING

REDUCED ABSENTEEISM

WHO EDI HELPS

OWNERS / MANAGERS

EMPLOYEES

EDI TOOLS

go2HR EDI RESOURCE HUB

SAFE SPACE DISCUSSIONS

INCREASED RECRUITMENT SUCCESS

MORE GUESTS AND BETTER GUEST RELATIONS

EDI CHANGES

COMPLAINT AND INCIDENT TOOLS

OWNER / MANAGER COMMITMENT

TRAINING AND COACHING

RESPONSIBILITY

COMMUNICATION

WHO MAKES THE EDI CHANGES

INDUSTRY ASSOCIATIONS

GUESTS

SUPPLIERS

BETTER WORKPLACE CULTURE

EDI NETWORKING OPPORTUNITIES

MENTORSHIP OPPORTUNITIES

ABILITY TO OPERATE BUSINESS AT FULL SCALE

HR POLICIES AND PRACTICES

OWNERS / MANAGERS

EMPLOYEES

WORKPLACE SUPPORTS

Definitions

Please note: not all aspects of the framework have accompanying definitions, as some terms are commonly understood across the industry

EDI changes - Definitions

HR POLICIES AND PROCEDURES

Written or verbal rules and expectations for respectful behaviour and steps to take when addressing problems.

Examples:
- Harassment reporting protocol Health
- and safety guidelines Complaint
- processes
- Pay equity policies
- Employee conduct standards

RESPONSIBILITY

Making sure that everyone knows their role in creating a workplace with EDI; owners/managers are accountable.

Examples:
- Handbook information
- Team check-in meetings
- EDI training
- Verbal instructions

OWNER / MANAGER COMMITMENT

Actions that show that EDI is important to your business.

Examples:
- EDI statements on website
- Pride flag in front window
- Commitment to physical accessibility of the property
- Leading with a land acknowledgement at events and meetings

COMMUNICATION

How to share key messages for employees, owners/managers and guests.

Examples:
- Job postings and guest marketing materials that promote EDI
- Respectful conversations between staff
- Addressing groups of guests with neutral pronouns (eg. "Hello everyone" vs. "Hello ladies")
- Managers reinforce EDI protocols continuously

WORKPLACE SUPPORTS

Things that help the workplace to be safer and more respectful; how to positively interact with staff and guests.

Examples:
- EDI training
- Mentoring equity-deserving employees
- Sharing EDI articles or videos Managers
- modelling positive behaviour

EDI tools - Definitions

EDI NETWORKING OPPORTUNITIES

Talking to or attending events with industry associations and businesses to learn about EDI.

Examples:
- Tourism industry webinars and conferences
- Informal meetings
- Being open to speak about your businesses' EDI work

COMPLAINT AND INCIDENT TOOLS

Formal and informal complaint processes for guests and employees, as well as solutions to deal with incidents.

Examples:
- Anonymous complaint box or online form
- Bystander intervention training
- Complaint service standards for response times
- Staff know who to complain to

go2HR EDI RESOURCE HUB

Online collection of tools for businesses and employees to learn EDI practices.

Examples:
- Gendered language checklist for job postings
- Land acknowledgement etiquette
- How to deal with micro-aggressions
- Tips for demonstrating inclusivity

SAFE SPACE DISCUSSIONS

Spaces where equity-deserving employees can share their experiences without fear of consequences.

Examples:
- Informal coffee break led by a trained supervisor or trusted employee

TRAINING AND COACHING

Formal training or educational courses for leaders and employees. Can be led by an internal or external person.

Examples:
- Courses on unconscious bias
- Courses on cultural competency
- Courses on anti-racism
- Courses on micro-aggressions
- Courses on bystander intervention

MENTORSHIP OPPORTUNITIES

Leaders providing one-on-one opportunities for equity-deserving employees to support workplace growth.

Examples:
- Check-ins or informal chats
- Giving more responsibility to staff to build their skills
- Building confidence of female employees in male-dominated positions
- Supporting employees with access needs

How EDI helps businesses - Definitions

BETTER WORKPLACE CULTURE

How employees and managers work together in positive ways to support each other.

Examples:
- Staff helping others without being asked
- More willingness to cover shifts
- Fewer incidents of harassment Fewer
- incidents of micro-aggressions
- Positive reputation among equity-deserving communities
- Staff feel safe to be themselves at work

ABILITY TO OPERATE BUSINESS AT FULL SCALE

Offering the full-range of services at desired times. Staff fill all of their appropriate roles within the times needed to cover all tasks.

Examples:
- Business is open 7 days a week
- Wait times for guests are minimized
- Enough staff to cover shifts
- Appropriate staff complete their assigned tasks