

# WE CONNECT THE WORLD OF TRAVEL.



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**ITB Berlin,**  
**the world's largest & leading travel trade show, is actively**  
**committed to**  
**tourism's responsibility to the society**  
**and advocates touristic developments**  
**which foster human dignity, security and justice**  
**for all participants.**

**We use our platforms to raise awareness,**  
**discuss controversial issues**  
**and to encourage tourism professionals to get engaged!**

→ **We promote GSTC criteria**



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## **CSR > Corporate responsibility means respecting Human Rights wherever in the world businesses operate**

→ **Business plays an unique role in advancing Human Rights –**  
..must **prevent abuse** – and **provide redemy**, in case abuse happens

**= not a PASSIVE responsibility – needs to be integrated systematically into all corporate processes –**

> Human Rights consciousness as part of your vision + mission / your corporate DNA – or the DNA of a destination

> Mapping & cooperation with all contractors and stakeholders

> **develop a solid strategy, a Code of Conduct**

→ all along your **supply chain / holistic approach**

**= No human right should be rated more important than another –**  
**Human Rights are not negotiable!**



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**HUMAN RIGHTS demand to embrace diversity, equity & inclusion**

>> Include environmental - but also

**SOCIAL RESPONSIBILITY** - into **all** tourism business activities..

**Human Rights engagement** implies fighting against human trafficking, child exploitation, sexual harassment.. – but also against any kind of discrimination >>

Prevent your **workforce**, your **customers** and **local citizens**

**Various violations of Human Rights are a reality in tourism->** whether it's **indigenous property rights**, the **right to access to natural resources** or **structural racism** >>

**Break with systemic injustice!**

**Create equal opportunities, access to jobs..**



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## **Necessity for a new way of recruiting and hiring:**

Especially marginalized members of societies are under-represented

>> Engage people from different ethnic backgrounds, different age, religion, sexual orientation, medical condition..; and/or displaced people; hire women for qualified jobs (yes: women are still poorly represented at CEO level..

> ..and keep in mind **intersectionality:**

**A Black woman is even more seldom to be seen at that level)**

>>Diverse management teams bring “fresh sets of eyes”!

Fight (un)conscious bias => invest in diversity training

Stop cultural erosion: value & strengthen local culture without commercializing the life of the communities..

**Lead by example / Lead transformation!**



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A profound lack of diversity in tourism still appears to be the norm-  
but:

We can already look at a number of inspiring examples of leadership and creative solutions from the communities themselves (e.g. **Black Travel Alliance..**)

Take advice & learn from concerned communities, their NGOs and partner with related associations;  
consider the **diversity which also exists *within* the members of any ,group‘**

**Define your key diversity areas** – offer tailored products & services.

**Reflect DEI in your marketing:**

..Being **authentically reflected in marketing + advertising has a huge influence on travel decision making..** Remember:

**Guest's personal experience of feeling accepted counts most.**



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→ **Bottom line:** The hospitality industry by now recognizes the need to reflect the way it operates;

**tourism leaders need to advocate and speak up for human rights in tourism & the implementation of due diligence policies in all related businesses and destinations!**

Allyship plays a critical role in creating inclusive and respectful working space cultures, builds trust, is a consistent, ongoing process of co-mingling of ideas and intentions, of advocating and being a voice..

**Human Rights issues cannot be treated in isolation:** ITB Berlin is co-founding member of the „**Roundtable on Human Rights in Tourism**“, an international open multi-stakeholder platform (> sector approach) to help fulfill Human Rights in the tourism sector.





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## Risks & challenges:

- the complexity of the issue (> supply chains)
  - intransparency / pink-washing
  - need for time (patience..)
  - monetary investment for training
  - non-cooperative governments, legislations
- difficulty to ensure gender adequacy (traditions, conflicts in communities; conservative mind-settings..)

**>> DIE efforts are perceived differently in different countries due to unique & complex historical & cultural dynamics of a place!**

**=> Look for 'progressive partners' in **socially conservative destinations!** ITB is helping to drive change →**

**The tourism industry can be a vehicle to help creating acceptance + build bridges**

# GIVING WINGS TO SUSTAINABLE RESPONSIBILITY.



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**Let's stay connected!**

**See you @ ITB Berlin - March 5 - 7, 2024!**

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