

Rika Jean-Francois, MA

Social Anthropologist
Activist

Founder **MissionRespo**

Board Member **GSTC**

Board Member **Roundtable for Human Rights in Tourism**
Head of International Business Relations **Queer Destinations**
former Commissioner **ITB Corporate Social Responsibility:**
Goal >

Bringing sustainable practices into mainstream tourism

by educating: ITB Convention: establishing CSR Day & side events

by establishing new segments: LGBTQ+ , Medical Health Tourism

by establishing new awards: Gender Equality, Celebrating Her, Social
Entrepreneurship in Tourism. LGBTQ+ Pioneer Award, .

by networking: ITB RT Networking; Studienkreis TO DO!, UNWTO, WTTC..

by cooperating: Accessible Tourism Day / DZT; Green Destinations; IGLTA;
PATA; ATTA; GIZ, IIPT; The Code/ECPAT; GEN; German Touroperator
Association; Social Heroes NGO; A World for Travel; Resilience Council

by speaking up: international conferences

GSTC Stockholm 2024

Being responsible

means being actively committed to
tourism's responsibility to the society as a whole -

and to **advocate touristic developments**
which foster human dignity, security and justice
for **all** participants

My VISION is to include social
- as well as ecological -
responsibility into **all tourism business activities**

→ **Tourism still lacks diversity, equity & inclusion (DIE)**
even though DEI makes the industry stronger!

We can all be part of it - it needs leadership of each of you to
transform our industry!

An ongoing process of advocating! We can help to open doors!

Diversity, equity, inclusion are **interconnected** and grouped together – combination is necessary to get a true impact

Why is it nevertheless important to concentrate on each group separately? **Due to special vulnerabilities it still makes sense to dive deeper & address each marginalized group authentically**

..Much data about the attractiveness of the market & the “Pink \$”(\$4.7 trillion of global annual spending power..)*

How to become an **authentic** player in this lucrative market?

- Cooperate with local NGOs and the community, check best practices
- Your marketing should reflect all your customers – incl. intersectionality

>> **Don't forget your own backyard:**

- diversify your own workforce, create a workplace free of any type of harassment or discrimination

*LGBT Capital's 2023 GDP

New generation = thinking “queer”
Change the narrative

Training is key: What does “LGBTQ+- friendly“ really mean
= > **same courteous, respectful treatment** as every guest
→ feel **accepted, comfortable & welcomed**

Still, you need to *know* the diverse LGBTQ+ customer to develop the right products + services. => **Invest in education and strategy**> **There is a huge potential!**

1st step: **Commit** yourself

2nd: **Learn** (incl. ALL your staff!) => Sales and customer-service training: dos & don'ts

3rd: Go for the development of a **strategy**

A start-up like QUEER DESTINATIONS, founded by activists, bridges the private travel industry, destinations, governments or institutions as well as people & collectives with the **LGBTQ+** community >
=> comprehensive sensitizing and profound awareness- & training programs >
with the mission to **create safe & inclusive tourism spaces for the community**, where all individuals feel valued and respected ->
to give *orientation* to the very often unsettled staff + the **whole value chain** - who will afterwards understand WHY & HOW to support the cause =>
A pre-condition for effective transformation!
The **“Queer Destinations Committed” Distinction** ensures that every company QD engages with, embraces diversity + creates an environment

Let's stay connected!

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