



DIVERSITY TOURISM  
— A C A D E M Y —

Launching this October!



# For Businesses

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Through DTA, small businesses can access tourism business enhancement trainings through self-guided online courses for individuals and live virtual boot camps for small groups. Facilitated by top business consultants and educators, DTA's courses are designed to help start-ups and existing small businesses conduct business assessments and gain business education in the areas of leadership, finance, marketing, HR, customer service and more.

## Who Should Enroll?

- Travel Advisors/Consultants
- Tour Operators
- Boutique Hotel/B&B Owners
- Restaurant Owners, Caterers and Private Chefs
- Local Attractions
- Cultural Institutions
- Other tourism-related businesses





# For Destinations

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Through DTA, domestic and international destinations can access destination development, content creation, DEI masterclasses, multicultural marketing, and local stakeholder engagement trainings through self-guided online courses for individuals and live virtual masterclasses for groups. Also, destinations can access tools such as a Black Traveler Survey and cultural heritage tour itineraries specific and unique to their destinations.

## Who Should Enroll?

DMOs/CVBs

Tourists Boards

Tourism Associations

Local Governments







# For Other Industry Stakeholders

Through DTA, industry stakeholders can access all courses relevant to supporting their diversity and inclusion objectives and other training needs. Our courses are ideal added value benefits to offer to members, partners, employees and students.

## Who Should Enroll?

- Trade Associations
- Corporate Travel Brands
- Media/Journalists
- University/College Hospitality & Tourism Programs for Students
- Academy for Hospitality & Tourism Programs for Students
- New to the Industry Entrepreneurs and Employees





For more information

<https://blacksintourism.org/diversity-tourism-academy>  
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