

While We Appreciate White Voices Calling for Diversity & Inclusion in the Tourism Industry, is it just Lip Service and a Momentary Reaction?

George Floyd has the travel and tourism industry's eyes wide open. I applaud the actions and voices of Whites who have taken up the mantle to speak out and start initiatives about the lack of diversity in the industry. We do need their voices now more than ever! However, Blacks in Travel & Tourism (BTT) wants to know where have all these voices and faces been for the past 5, 10, 15, 20 years? The industry has always lacked inclusion and diversity for Blacks in executive leadership and Black small businesses and attractions have not profited from the industry, tourists' foot traffic and dollars. Why are they standing up and speaking out for Blacks now when they could have been doing so long before the brutal murder of George Floyd?

Reactive voices in place of proactive actions give us pause to the authenticity and sustainability of these voices and initiatives. BTT hopes that this social and racial injustice awakening is not just a react in the moment or jump on the band wagon because everyone is racing out the gate to speak out against racism and to let the world know they care NOW about issues that have been impacting Blacks in travel and tourism FOREVER! Is it all lip service or will they put their dollars and influence where their mouths are and start hiring and promoting qualified Blacks into management or executive level positions? How about intentionally seeking out and patronizing Black tour operators, hotels, restaurants, museums and other Black tourism businesses when they travel?

Start leveraging tourism as an economic driver to fuel Black businesses and communities by spending White dollars with Black businesses and hiring more Blacks in management and executive level positions at DMOs and corporate travel companies. This is how those who truly want to support Blacks with their actions, not just words, can create sustainable change in this industry. This is how they can help make the industry more inclusive, diverse and equitable for the long-term. Other than that, it's all momentary lip service.

Need to know where to find these businesses and candidates? BTT now has a job board on our website to post management & executive level positions. We are also compiling a directory of Black travel and tourism businesses that you will soon be able to access through our website so you can patronize these businesses when you travel.

Visit www.blacksintourism.org to join our efforts.



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