

Certified Travel Counselor (CTC) Program

Skill Area: Contemporary Issues Elective Course

Cultural Diversity



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Introduction

Overview

As diversity continues to increase in today's workforce, travel professionals must learn to address the many dimensions of cultural diversity. What is it? What can you do to create an environment in which employees from diverse cultures all contribute to their full potential? How do you deal with the challenges that cultural diversity can present? These are the key questions that are addressed in this course. You will first examine the meaning and benefits of cultural diversity, and then explore some thought and behavior patterns that can help promote an inclusive workplace. Finally, you will learn a diversity management process that will help you address cultural differences in a way that is appropriate for your organization. Above all, this course should provide a valuable opportunity not only to analyze diversity in your own travel organization but also to learn how cultural diversity can help your organization compete in an increasingly complex and globalized travel industry.

Learning Outcomes

After completing the readings and activities in *Cultural Diversity*, you will be able to

- Define the meaning and benefits of cultural diversity.
- Adopt appropriate behaviors to encourage an inclusive workplace.
- Implement a four-step process to deal with diversity in your organization.
- Practice your diversity management skills in real-life business situations.

