



DURANGO INCLUSIVE TOURISM PROGRAM

— *LGBTQ+ Guide for Management* —





“You don’t have to be gay to be a supporter- you just have to be a human.”

Daniel Radcliffe

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AN INTRODUCTION

A Guide for your Business or Organization

We are excited that your business is taking additional steps to ensure that you provide a safe and inclusive workplace for LGBTQ+ employees and customers. This guide is a starting point for you to better understand how to provide an inclusive and accepting environment in your business.

Visit Durango is excited to partner with the Four Corners Alliance for Diversity and local community members to form the LGBTQ+ Inclusive Tourism Program. Our goal for this partnership includes providing resources for LGBTQ+ visitors traveling to Durango and offering training, education, and outreach opportunities to our local stakeholders.

We value building a community and destination that is inclusive, accessible, and welcoming to all.



LGBTQ+ 101

THE BASICS

Before we dive into inclusivity and creating a more welcoming workplace for you and your fellow coworkers, it's good to cover some of the basics!

The acronym LGBTQ+ refers to people who are non-heterosexual and/or non-cisgender.

"LGBTQ+" Stands For:

LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER
(OR QUESTIONING).

As understanding of the wide range of sexual orientations and gender identities has grown, the term has evolved over time to incorporate a '+' at the end to acknowledge various identities. Don't worry, we'll explain the differences between all of these terms and why they're important in the coming pages.

In the simplest manner, these terms are used to describe a person's sexual orientation or gender identity. However, it's important to remember that sexuality and gender are on spectrums, of which individuals can proactively name and rename. There is no one-size-fits-all definitions for either.

Some people who identify as LGBTQ+ may not use any of these labels themselves, while others may identify with all of them.



Approximately 5–10% of the
general population is lesbian,
gay, bisexual or transgender.
That's:

16-33 Million People!



IMPORTANCE OF LGBTQ+ INCLUSION IN THE WORKPLACE

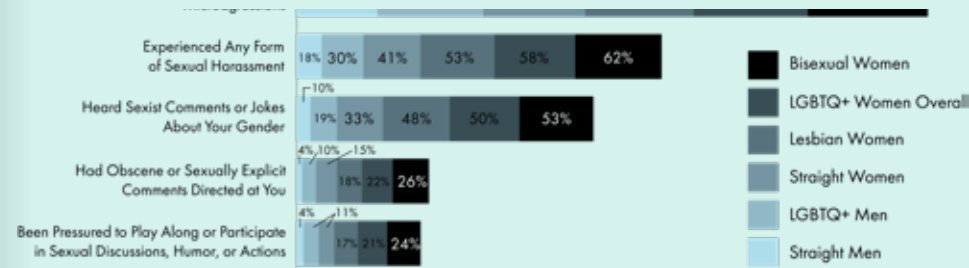
Creating a culture of inclusion in the workplace goes beyond ensuring that your fellow employees and customers are safe and following the law. Ensuring that you promote LGBTQ+ friendly business practices gives your fellow employees a better opportunity to thrive. The culture of inclusion increases employee morale, retention, and overall success in the workplace.

According to the business case “Diversity Wins, How Inclusion Matters,” released in May of 2020 by McKinsey & Company, employees who can be honest about their LGBTQ+ affiliations are happier with their careers and view their companies and managers more favorably. A welcoming and positive workplace makes it easier for employees to be honest and secure in who they are; in turn, the psychological value of being honest about who you are contributes to happiness and career satisfaction for LGBTQ+ employees.

Being inclusive to the LGBTQ+ community can also have a substantial positive impact on today’s youth. Inclusion affects employees of all ages directly and indirectly. The Trevor Project article “Facts about Suicide” reports that suicide is the second leading cause of death for those 10 to 24 years of age, and almost three times that rate in LGBTQ+ youth. LGBTQ+ inclusion in your workplace can help save the lives of our youth and community members.

LGBTQ+ women are twice as likely to experience sexual harassment in the workplace when there is a lack of inclusive culture. Half of the LGBTQ+ women hear sexist comments or jokes about their gender at work - 1.5 times more than straight women and 2.6 times more than LGBTQ+ men. This chart shows a survey called “what have you experienced at work” conducted by Women in the Workplace 2019.

Sexual Harassment in the Workplace



By changing the culture of your workplace to be LGBTQ+ inclusive, you will positively impact the well-being of other employees and your entire community.

“Coined by scholar, Kimberle Crenshaw, intersectionality is a lens through which we can examine where power, privilege, or lack thereof, is intertwined. It acknowledges that race, gender, ability, socioeconomic status, and sexuality, among other things, are simultaneously at play at any given moment. With that, building a more inclusive, accessible, and welcoming environment means also a commitment to understanding how the other identities of your fellow LGBTQ+ employees, and customers, could be impacting their experience.”

FINANCIAL BENEFITS OF LGBTQ+ INCLUSION IN THE WORKPLACE

Being an LGBTQ+ friendly business is not only necessary because it is the law, but it is also a smart business move. The LGBTQ+ community is large, valuable, and growing at a rapid pace. Creating an LGBTQ+ friendly business environment will most likely improve your business success both internally and financially.

A study in the US by Out Now titled 'LGBT 2020 – LGBT Diversity Show Me the Business Case' found that the US economy could save \$9 billion annually if organizations implemented more effective inclusion policies for their LGBTQ+ staff. This is partially attributed to avoiding costs from stress and ill-health associated with LGBTQ+ staff who need to hide their identity at work or experience discrimination. The study also cited the customer loyalty and buying power of the LGBTQ+ market. Customers are more likely to not support businesses that have cases of discrimination made public.

Same-sex households have also dramatically increased, effectively growing the buying power of these families and their supportive friends. Krejcova explains in his article *The Value of LGBT Equality in the Workplace*, that the number of same-sex households increased more than 80% from 2000 - 2010. And, LGBTQ+ adults are very likely to switch services or products to a different company supporting the LGBTQ+ community, regardless of convenience or price. In addition to benefiting the individual, when you are inclusive of the LGBTQ+ community, you will also see correlating benefits in the financial growth of your business. Adopting inclusive policies and sharing this with your community will allow you to tap into the LGBTQ+ consumer market.

Average Annual Spend By The LGBTQ+ Community



\$218B
GLOBALLY



\$63.1B
UNITED STATES



\$26.8B
BRAZIL



\$20.7B
JAPAN



\$13.8B
GERMANY



\$11.7B
UNITED KINGDOM

WORKPLACE STRATEGIES FOR PROMOTING LGBTQ+ INCLUSION

Work Handbook and Documents



Be sure your business' nondiscrimination policies include equal opportunities for gender identity and sexual orientation.

Here are some examples:

Example A:

[Your business name] is an equal opportunity employer and prohibits discrimination based on race, religion, color, sex, sexual orientation, gender identity, gender expression, age, national origin, disability, height, weight, genetic characteristics, military status, conditions relating to pregnancy or childbearing, and or any other status protected by federal, state, or local laws. {The business name here} policy fully complies with all applicable laws and applies to all terms, conditions, and privileges of employment.

Example B:

[Your business name] is an Equal Opportunity Employer that does not discriminate based on actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex, or gender (including pregnancy, childbirth, and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances. We are dedicated to this policy concerning recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities and programs, and general treatment during employment.

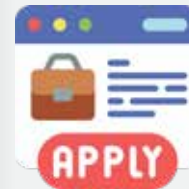


Verify that your employee documents include gender-neutral terms.



Make sure your dress code avoids gender stereotypes and that your employees understand that it's gender-neutral.

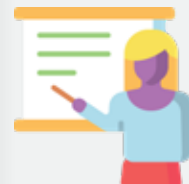
In the Hiring Process



Consider posting job openings on inclusive diversity websites such as diversity.com and lgbtcenters.org. Include your business' nondiscrimination policies and equal opportunity for gender identity and sexual orientation on your job postings.



Ensure that your employee demographic surveys include gender-affirming options.



Make sure you hire and train employees on Diversity Equity and Inclusion (DEI) and LGBTQ+ best practices. Use our LGBTQ+ Inclusive Tourism Program guides during your training and onboarding process.

In Creating an LGBTQ+ Friendly Culture



Post the provided stickers and window cling in visible public areas of your business, with at least one location being visible from the outside entrance.



Display LGBTQ+ materials visibly in back-of-house for employees to reference.



Add the LGBTQ+ Employee Guide to onboarding materials, and keep them easily accessible.



Provide a safe space for your employees. Safe spaces generally include training on diversity and non-discriminatory policies and/or positive messages throughout the workplace (such as magnets, posters, or stickers). If a safe space is not currently available, consider asking management if they would be willing to initiate one.



Create/convert restrooms to be gender-neutral if feasible.



Participate in, and have your staff participate in Visit Durango and other community training and events.



Regularly host Diversity, Equity and Inclusion training for your employees (at least once per year) and revisit all forms and guides provided to you with the LGBTQ+ Inclusive Tourism Program.



Listen and adapt; your employees are the ones who are experiencing your company culture. They know what's working and what needs to be adjusted. Listen, change, and update your policies as necessary.

GENDER VS. SEX

It is critical to distinguish between sexual orientation and gender identity as you begin getting to know the LGBTQ+ community.

It's long been thought that there were just two genders: man and woman; and two sexes: male and female.

It's also been thought that your sexual orientation could either be: heterosexual or homosexual. And if you belonged to one of these two camps, you would express your outward appearance to the world in a prescribed way.

WELL, THINGS HAVE CHANGED!

We now know and recognize that there are more combinations and ways to identify than before. For example, there are more than two genders (ie. transman and transwoman, gender fluid, non-binary), and there is a much wider range of sexual orientations than just heterosexual and homosexual (ie. asexual, bisexual, pansexual).

As we become more aware of these complexities, it's important to remember that everyone deserves to be treated with respect and understanding - regardless of how they identify.

The guide on the right page will break down the four ways to define gender and sex.



SEX ASSIGNED AT BIRTH

The term "sex assigned at birth" refers to the label given to a newborn by a medical practitioner. A medical professional may describe a baby as male, female, or intersex depending on what they notice about the baby's body. For example, a baby will be designated as a girl or a boy. Some babies might have bodies or chromosomes that don't fit the typical definitions of male or female and may be labeled as intersex. Sex assigned at birth is about how someone else perceives our bodies and has nothing to do with how we truly feel.



GENDER IDENTITY

Gender identity is a person's internal sense of being male, female, neither of these, both, or another gender. Everyone has a gender identity. A person's sex assigned at birth and their own internal concept of gender do not always match up.



GENDER EXPRESSION

Gender expression is the presentation is the outward appearance of one's gender identity, including clothes, haircuts, voices, body shapes, and other factors. Gender identity and gender expression are different but related. A person's gender identity is their internal sense of being. Their gender expression is how they choose to outwardly express their gender identity to the world. For example, a person might have a female gender identity but dress in a more masculine way.



SEXUAL ORIENTATION/ATTRACTION

Sexual orientation is about who we are attracted to sexually, emotionally, and romantically. Our attractions may be towards people of the same gender (heterosexual or gay), another gender (bisexual or pansexual), or even more than one gender (queer)!

TERMINOLOGY GUIDE

On the surface, the LGBTQ+ community seems to be complex with a lot of terms! In order to help you understand the differences, we've created a guide that breakdown's the terms by categories:

Lesbian

A woman who is attracted to other women in a way that lasts beyond the physical, romantic, and/or emotional realm. Some lesbians prefer to call themselves gay or lesbian women.

Gay

A person who is homosexual-oriented by nature, inclination, or preference and has an enduring physical, romantic, or emotive attraction to persons of the same sex.

BiSexual

A person who has the ability to create enduring physical, romantic, and/or emotional attractions for people of the same gender or others of another gender.

Transgender

An umbrella term for people who identify as a gender other than the one assigned to them at birth. A transgender identity is not determined by external appearance or surgical procedures.

Cisgender

A cisgender person is someone who identifies with the sex they were at birth. Gender identity is referred to as cisgender. Sexual orientation, on the other hand, is referred to as straight.

Intersex

Intersex is a blanket term that refers to a variety of conditions in which a person's reproductive or sexual anatomy does not appear to conform to typical definitions of female or male.

Asexual

Asexuality is a sexual orientation where the person experiences little to no sexual attraction to other people.

Pansexual

A person that is pansexual is romantically, emotionally, and/or sexually attracted to people regardless of their gender orientation or expression.

Queer

Umbrella term to be inclusive of all identities and variations.

Non-Binary

A person that does not relate their gender identity or expression to a man or a woman.

Gender Fluid

A person that fluctuates their gender identity rather than committing to a single one.

Questioning

The process of exploring and discovering one's sexual orientation, gender identity, and/or gender expression.

COMMON SYMBOLS



MALE



FEMALE



TRANSGENDER



CIS-GENDER



BISEXUAL



LESBIAN



GAY



INTERSEX



ASEXUAL

COMMON FLAGS



PROGRESS



TRADITIONAL



TRANSGENDER



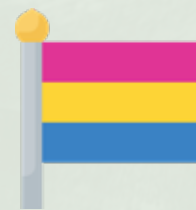
NON-BINARY



GENDER
FLUID



BISEXUAL



PANSEXUAL



ASEXUAL



LESBIAN

GENDER NEUTRAL WORD GUIDE



Avoid

man
boy/ girl
male (human)
female (human)
man/woman
he/she (as a catch-all)
mankind
guys/girls/ma'am/sir
husband/wife
boyfriend/girlfriend
maiden name
maternity leave
boss man/boss lady
manmade
freshman
man the booth/event
male or female artist/musician
actor/actress
congressman
salesman/saleswoman
waiter/waitress
businessman/businesswoman
mailman/mailwoman
chairman/chairwoman
policeman/policewoman
fireman/firewoman



Use

person, individual
child/kid
man, person
woman, person
employee, colleague, coworker
you/they
humankind/humanity
you/y'all/everyone/friend
spouse/partner
significant other/partner
family name
parental leave
boss, employer, colleague
synthetic, artificial
first-year student
staff, attend, take care of
artist, musician
actor
legislator, representative
sales person, sales associate
server, attendant
business person, representative
mail carrier, postal worker
chair/chairperson
police officer
firefighter

ADDITIONAL RESOURCES

ICYC BLUE (IN CASE YOU'RE CURIOUS) TEXT LINE

For answers to any questions you may have, you can reach out to the ICYC BLUE text line - text the word blue to 57890 with your questions, and you will receive a response within 24 hours. The ICYC BLUE text line is private and confidential.



ALL OF DURANGO INCLUSIVE TOURISM
PROGRAM'S DIGITAL FILES



LGBTQ+ PROGRAM'S DIGITAL FILES



A GUIDE TO LGBTQ+ TERMINOLOGY



SAFE SPACE ALLY INFORMATION



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INCLUSIVETOURISM@DURANGO.ORG
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