

A close-up photograph of a hand holding a rainbow flag. The flag has horizontal stripes of red, orange, yellow, green, and blue. The hand is positioned in the lower center, gripping the fabric. The background is a solid, deep blue color.

VISITTUSCANY.COM

Charter of Values of inclusive tourism

May 2022

One of the institutional purposes of **Tuscany** is to support the economic fabric of the region; in pursuing this goal, in line with its history and the guidelines of its administration, it affirms the need to combine economic growth with the development of a social fabric oriented towards the protection and enhancement of all social groups, not only the “*mainstream*” ones, in the name of "**diversity**".

To this end, the Region intends to present this Charter of Values so that it is shared by the economic operators involved in the production system of the tourism sector. Tourism is in fact a sector which, by its very nature, also conveys its values beyond our territory. We believe such approach has to be respected and disclosed together with the entire production system involved.

The goal is to create a virtuous circle according to which from an economic development it is possible to generate social progress and vice versa.

Inclusive tourism

Visittuscany.com, through activities aimed at supporting tourism in Tuscany, also **promotes** a more inclusive and open society, being aware that **communities able to enhance diversity** are characterized by greater cohesion, produce a better quality of life and create **greater opportunities** for everyone.

The operators adhering to the destination site **visittuscany.com**, therefore, undertake not to implement discriminatory practices or practices contrary to this charter of values.

What does it mean to be LGBTQ+ Friendly?

LGBTQ + is the acronym mostly used internationally to define Gay, Lesbian, Bisexual, Transsexual, Queer (that is, it does not want to use labels to define its orientation) communities and other shades of sexuality (e.g. Intersex, Asexual, etc.) that are not recognized in the most common sexual orientation, the heterosexual one, or in the gender binary, the "male – female".

Ideally, the manager of a facility should not need to declare that they are "*LGBTQ + friendly*", as common sense, civil life and, in some cases, regulations, as well as professional ethics itself, should prohibit discriminatory behaviour.

Actually, though, these episodes are still sadly frequent, and in addition to deliberately discriminatory behaviours, in our country episodes deriving from a lack of awareness

on the subject and its possible repercussions take place, often damaging the image of an entire production and territorial category.

Visittuscany.com therefore wants to promote a **conscious welcoming** towards LGBTQ+ customers and towards diversity among tour operators in the Tuscany Region.

At the same time, it wants to give operators the opportunity to establish a positive relationship with these communities and beyond: the interest in open and inclusive experiences also characterizes many non-LGBTQ+ travellers.

Being LGBTQ+ friendly therefore means first of all becoming aware of this, and from this mind-set to adopt a series of practical measures and know-how in the relationship with customers who recognize themselves in this community.

For example:

- using a language that is appropriate and respectful of diversity, both in direct relationships with customers and in relationships with collaborators, suppliers, employees, with the aim of creating and maintaining a fully inclusive environment
- equally welcoming heterosexual, homosexual, non-binary couples, and being prepared to recognize them to avoid misunderstandings
- being aware, in the case of transgender or non-binary people, that there may be inconsistency between the

gender indicated on the identity documents and the details used for other purposes, as well as in the images of the same documents

- using, when referring to transgender people, the gender and personal details given by the person and not those possibly indicated by previous documents
- being informed on places, clubs or associations in the area in which the customer might be interested.

Therefore, the operator, by adhering to this Charter of Values, undertakes not to discriminate against LGBTQ+ people, assuring that all customers are treated equally. At the same time, the operator becomes aware that diversity, and its enhancement, is a practice to be pursued also in relationships with employees and collaborators.

What it does NOT mean to be LGBTQ + Friendly?

Being LGBTQ+ friendly does not mean characterizing the experience because it is aimed **only** at certain customers: it would be the same discrimination that we aim to overcome.

Adherence to this Charter of Values does not exclude adherence to other manifestos, except those relating to *realities, movements, parties that encourage discrimination based on sex, gender, religion, ethnicity, etc.*, which are clearly incompatible.

It is also important to underline that defining oneself LGBTQ+ friendly does not, in any way, mean granting *the LGBTQ+ customer a wider freedom of behaviour* than any other customer.

Adherence to this Charter of Values certifies the willingness to understand and welcome the diversity of each traveller, which may differ on equal consideration from those of others, and which therefore require adequate preparation.

Commitments of the operator

The operator who signs up on [make.visittuscany.com](https://www.visittuscany.com) in order to present offers dedicated to the LGBTQ+ community, must be aware that, if this entails advantages in terms of communication and commercial opportunities, it also entails responsibility towards other members of the Tuscany Region, which promotes the initiative, the project, and in general the reputation of the regional tourism sector.

In particular, the operator undertakes to respect this principle:

- Treat all guests with the same courtesy, dignity and respect, regardless of gender, ethnicity, sexual orientation or identity, citizenship, social status, religion, disability or age.

Therefore, it undertakes to observe the contents of this Charter of Values and to protect, in the exercise of its business, not only its customers, but also suppliers, collaborators and all staff members.

All the LGBTQ+ friendly contents of [visittuscany.com](https://www.visittuscany.com) are collected in the dedicated theme: <https://www.visittuscany.com/en/theme/lgbtq-friendly/>

A close-up photograph of a hand holding a red and yellow flag. The flag is draped and flowing, with the red and yellow stripes clearly visible. The background is a solid blue color. A red rectangular box is overlaid on the center of the image, containing the text 'VISITTUSCANY.COM' in white, uppercase letters.

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