



Unconscious Bias and Microaggressions

Tourism Diversity Matters

What Are Microaggressions?

- Subtle but offensive comment or action directed at a minority or other nondominant group often unintentionally or unconsciously reinforces a stereotype.
- These negative remarks can have a profound negative effect by diminishing the value and humanity of an individual and group.
- Microaggressions also can have a detrimental impact on customers and clients.

Types & Forms of Microaggressions

TYPES

Racial
Sexual Orientation
Disability
Gender
Environmental

FORMS

- **Microassaults:** A person intentionally behaves in a discriminatory way while not intending to be offensive.
- **Microinsults:** A comment or action that is unintentionally discriminatory.
- **Microinvalidations:** A person's comment invalidates or undermines the experiences of a certain group of people.



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For More Information

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