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.