

"It is a pleasure for BTT to partner with ASTA in support of their efforts to embrace diversity and inclusion within their organization," said Stephanie M. Jones, founder of BTT, in a press release. She added that the partnership will also "provide opportunities for [ASTA] membership to take a deeper dive within their own businesses and organizations to ensure diversity becomes a sustainable way of doing business, as well as serving the culturally diverse needs and interests of travelers."

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The Diversity, Equity and Inclusion Master Class is a three-part educational series and is now open for enrollment with a discount for ASTA members. Each course in the series takes about 45 to 60 minutes to complete, but can be taken at each individual's own pace over a 90-day period.

"This is an opportunity for you to take a self-paced deep dive to self-reflect and assess your individual beliefs and values about cultural diversity while helping you gain a broader understanding of multicultural audiences, leadership of self and others," according to ASTA's website.

The master class provides a non-judgmental, anonymous and safe space to take this personal journey.

"It is our job to make resources available to ASTA members that may help both

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