

# PROTECTING CHILDREN FROM SEXUAL EXPLOITATION IN TOURISM

An ECPAT Training Resource Kit



**We protect  
children from  
sex tourism.**



ECPAT International is a global network of organisations and individuals working together to end child prostitution, child pornography and the trafficking of children for sexual purposes. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free and secure from all forms of exploitation.



## **PROTECTING CHILDREN FROM SEXUAL EXPLOITATION IN TOURISM:**

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ECPAT International would like to express its appreciation to the ECPAT network, in particular Child Wise (Australia), CPA Gambia, DCI ECPAT the Netherlands, ECPAT Germany, ECPAT Italy, ECPAT UK, Equations (India), Paniamor (Costa Rica), Respect (ECPAT Austria member) and Tartu Child Support Center (ECPAT Affiliate Estonia) for their contribution to this publication. This publication was edited by Andrew Lawrence and designed by Mr. Suriya Nivedrangsarn

This first edition (2008) of this publication was made possible thanks to the generous support of the Ministry of Foreign Affairs of France, the Ministry of Foreign Affairs of Luxembourg, Groupe Développement and ECPAT Luxembourg through the Ensemble Grant. The second edition (2010) was made possible thanks to funding for the European Commission and co-funding from the Austrian Development Co-operation. Additional support was provided by the Latin American Children's Trust.

The contents of this document are the sole responsibility of ECPAT International and the partners of the European project 'Offenders Beware', co-ordinated by ECPAT Germany. The views expressed herein are solely those of ECPAT and can under no circumstances be regarded as reflecting the position of the European Union.

The Code Organisation ([www.thecode.org](http://www.thecode.org)) fully endorses this ECPAT Training Resource Kit as a training tool for its members, interested individuals, tourism companies and other relevant stakeholders in order to promote the protection of children from sexual exploitation in travel and tourism.

This ECPAT Training Resource Kit publication is available in PDF format on CD-ROM or for download through the ECPAT International web site.

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# TABLE OF CONTENTS

<b>PREFACE</b>	<b>1</b>
<b>BACKGROUND</b>	<b>3</b>
Child-Sex Tourism	3
ECPAT International	4
<b>INTRODUCTION</b>	<b>5</b>
From Teaching to Learning – Setting the context for an effective learning process	7
Introductions	7
Training Expectations and Objectives	8
Ground Rules	9
Parking Lot	10
<b>GETTING STARTED</b>	<b>7</b>
From Teaching to Learning – Setting the context for an effective learning process	7
Introductions	21
Training Expectations and Objectives	22
Ground Rules	23
Parking Lot	24
Establishing Knowledge Levels	24
<b>MODULE I: RAISING AWARENESS ON CHILD-SEX TOURISM</b>	<b>25</b>
<b>Session 1 - Child Rights and Tourism</b>	<b>26</b>
a. The link between child rights and the travel/tourism industry	
b. Understanding child rights	
<b>Session 2 - Commercial Sexual Exploitation of Children (CSEC) and Child-Sex Tourism (CST)</b>	<b>31</b>
a. Definitions: Commercial Sexual Exploitation of Children (CSEC) and types of CSEC (child prostitution, child trafficking, child-sex tourism and child pornography)	
b. CST and its links to other forms of CSEC	
<b>Session 3 - Child-Sex Tourism: Where, Who and How?</b>	<b>37</b>
a. CST locations: global to regional scope and statistics	
b. How it happens?	
c. Who are the child-sex tourists? Paedophiles vs. child-sex offenders	

- (situational and preferential); who is victimised?
- d. What are the consequences for children, society and tourism destinations?
- e. Misconceptions
- f. Case studies from different geographical regions: specific CST destinations, regions, or tourist-sending countries

#### **Session 4 - The Legal Framework to Protect Children** **45**

- a. Relevant legal international conventions (CRC and Optional Protocol)
- b. National laws in force against sexual exploitation of children
- c. Extraterritorial legislation used to prosecute child-sex tourists

### **MODULE II: ENSURING CHILD PROTECTION** **45**

#### **Session 5 - CST and the Unique Position of the Tourism Professional to Prevent CST** **50**

- a. The opportunity for the tourism professional to intervene; what he or she should do when confronted with child-sex tourism
- b. How the tourism professional can reach out to customers on the issue; awareness raising materials, implementing the company child-protection policy

#### **Session 6 - Developing and Enforcing Child-Protection Policies and Procedures within a Company** **56**

- a. Writing a company policy against commercial sexual exploitation of children and child-sex tourism. Providing internal support of staff by management
- b. Putting in place a procedure for staff to report possible offenders/ child-sex tourists, making the policy known to all staff as well as partner business, getting in touch with local organisations and state services
- c. Reviews what cases have arisen before and what guidelines, protocols have been developed. Responses by tourists to the problem of CST and companies that have developed child-protection policies

#### **Session 7 - What to Look Out for When Identifying a Possible Case of CST** **61**

- a. Examples of child sexual exploitation in tourism and guidelines for handling such situations
- b. Tips on talking to clients and guests

### **MODULE III: WHAT YOU CAN DO TO COMBAT CST** **67**

#### **Session 8 - The Code of Conduct: What is it?** **68**

- a. The role of the Code of Conduct
- b. The six criteria of the Code

<b>Session 9 - The Code of Conduct: the Signing Process</b>	<b>75</b>
<ul style="list-style-type: none"> <li>a. Procedures for a company to apply to join the Code</li> <li>b. Role of the Code Executive Committee in screening and approving applications</li> <li>c. Role of the local Code partner as a support to an applicant</li> <li>d. Role of a person appointed within a company to follow up and monitor implementation of the Code</li> </ul>	
<b>Session 10 - The Code of Conduct: International Structure</b>	<b>81</b>
<ul style="list-style-type: none"> <li>a. Composition and functions of the Annual General Meeting</li> <li>b. Composition and duties of the Steering Committee</li> <li>c. Composition and functions of the Executive Committee</li> </ul>	
<b>Session 11 - The Importance of Public Awareness and Advocacy by the Private Sector</b>	<b>84</b>
<ul style="list-style-type: none"> <li>a. How companies can lend their voices to advocacy efforts against child-sex tourism; involvement of other companies; statements from industry players; the World Tourism Organization and the general public</li> <li>b. Petitions, networking, working with the ECPAT International network</li> </ul>	
<b>Session 12 - Working with Child-Rights Organisations</b>	<b>89</b>
<ul style="list-style-type: none"> <li>a. How the private sector and child-rights organisations differ in the way they work</li> <li>b. Screening a prospective NGO partner</li> <li>c. Managing a partnership with NGOs, and the need for a clear MOU to frame the working relationship</li> </ul>	
<b>Session 13 - Working with Companies or National Tourism Authorities</b>	<b>93</b>
<ul style="list-style-type: none"> <li>a. Working with tourism companies or national tourism authorities.</li> <li>b. The sensitive nature of CSEC and the reluctance by some tourist organisations to acknowledge the problem</li> <li>c. The importance of consulting and adopting a supportive approach when seeking co-operation with tourist companies and national tourism organisations</li> </ul>	

# PREFACE

The story of ECPAT International is closely intertwined with the global fight against child-sex tourism (CST) that developed during the last couple of decades. Child-sex tourism or – more broadly – the sexual exploitation of children by perpetrators travelling from one place to another may indeed have existed for quite some time but with the opportunities offered by mass tourism, CST acquired a magnitude that soon prompted individuals and organizations to take notice and action. This is where the ECPAT movement has its roots.

Over the past 15 years or so, the issue of child-sex tourism has become more frequent in news reports, while numerous research papers and specialists analyses have been, and are being, devoted to it vis-à-vis an apparent growth of the phenomenon. Whether that growth is real or just perceived as a result of greater visibility and better reporting is not verifiable, as no official figures exist on the problem. What is certain is that an unacceptable number of children in vulnerable conditions are still constantly at risk of sexual exploitation by economically more powerful strangers from a different community or a different country. Also, it has been shown over the years that children not currently at risk of exploitation thanks to low tourist arrivals in their areas or the comparative inaccessibility of their home regions may very rapidly become vulnerable if no suitable protective mechanisms are in place when economic conditions and tourist flows change for any reason and expose their communities to contacts not experienced previously.

The ECPAT network has also been working to combat the sexual exploitation of children by developing and strengthening strategies to face the technological progress which child-sex offenders misuse in order to build virtual networks for the exchange of information, to produce child pornography more easily and anonymously while traveling and to disseminate child pornographic images more widely than has ever been possible before.

In the meantime, ECPAT's pioneering initiative to involve the tourism private sector and to combine the efforts of different stakeholders towards preventing offenders' use of tourism channels for their own purposes - through the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism - has grown over the span of a decade and developed into a full-fledge independent organisation with steadily increasing membership and impact.

In its continuing support to the Code of Conduct in the fight against the sexual exploitation of children in tourism, ECPAT's latest contribution is this training tool kit. As such, years of experience accumulated from organizing and holding training sessions around the world with and for private-sector partners are distilled in easy-to-use modules that can be chosen and combined according to specific training needs.

The first edition of the ECPAT Training Resource Kit was published in 2008. The time-span between 2008 and 2010 was used to get feedback from practitioners using this kit in the field was gathered, also accomodating hands-on suggestions received in the course of this "field-testing" exercise. This second edition of the ECPAT Training Resource Kit is being published - mainly in CD-ROM format and a few printed copies - with the support of the European project "Offenders Beware", undertaken by ECPAT members. The experiences of testing the toolkit and the outcomes of the "International Train-of-Trainer Seminar" which was held in July 2009 in Vienna, led to revision and improvements to the first edition.

As the past 15 years have shown, combating child sex tourism is an on-going struggle that requires concerted efforts and partnerships between all relevant stakeholders. ECPAT hopes that this tool kit will inspire further partnerships between civil society organizations and the private sector so that we can all unite behind a shared goal of child protection.



# BACKGROUND

## Child-Sex Tourism

Child-sex tourism (CST) is commonly defined as the “sexual exploitation of children by a person or persons who travel from their home district, home geographical region, or home country in order to have sexual contact with children”<sup>1</sup>. Travelling to exploit children does not necessarily imply crossing into another country, because domestic travellers can also sexual exploit children in their own country.

Not only are today’s travel and tourism industries larger than in previous decades, but the world and its people are increasingly interconnected. People travel to other countries for leisure or business purposes and for short or extended periods of time. It is also becoming easier to take up residence outside the country of one’s nationality.

Child-sex tourism is a steadily increasing problem. One of the unfortunate side-effects of a growing travel infrastructure are the opportunities that are afforded to tourists who are seeking sexual contact with children. These individuals take advantage of the access to vulnerable children afforded to them by tour operators, accommodations, leisure venues, and other tourism-related establishments. They use the financial advantage they hold over local communities to exploit local children sexually. As a result, never before has the need for action against child-sex tourism been more pressing.

Tackling the issue of child-sex tourism is not the responsibility of a single sector or stakeholder. In fact, many different actors must join hands in order to construct an effective front line against child-sex tourism. Travel and accommodation service providers can play a direct role towards preventing child-sex tourism. Non-governmental organisations and child-rights agencies that focus on children’s rights, welfare and safety must by definition be actively involved in the fight against child-sex tourism. Governments, whose primary function is to ensure the well-being of citizens, must be actively involved as well.

This means that all stakeholders must learn how to co-operate effectively to prevent child-sex tourism. In this regard, the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism has been developed to facilitate collaboration between, in particular, the tourism industry and NGOs.

If children everywhere are to have the opportunity to grow up in a world free of sexual exploitation, joining hands and taking action against child-sex tourism is not a choice, but a necessity.

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<sup>1</sup> ECPAT International, Combating Child Sex Tourism: Questions & Answers, ECPAT International, Bangkok, 2008, p. 6.

## ECPAT International

**E**CPAT is a network of organisations and individuals working together to eliminate the commercial sexual exploitation of children (CSEC). At present, ECPAT affiliates and national groups are present in more than 70 countries. ECPAT groups undertake a wide variety of programmes against CSEC. While some groups engage in advocacy efforts to raise awareness on the different forms of CSEC, others are involved in policy formulation with national and international authorities. Some provide care and protection services for child victims of sexual exploitation, while others conduct awareness-raising and sensitisation programmes with vulnerable children or vulnerable communities. As a united network, ECPAT International seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation.

The issue of child-sex tourism has been a central focus of the ECPAT network since its inception in 1990. The ECPAT network began as a campaign against child-sex tourism entitled 'End Child Prostitution in Asian Tourism', following the release of research findings on the issue of child prostitution and Asian tourism in Thailand, Sri Lanka and the Philippines. In 1996, the campaign was expanded to include the establishment of an international organisation (ECPAT International) and the name was changed to 'End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes', to reflect the organisation's global expansion and broader mandate.

ECPAT and its network have played a major role in establishing and supporting the Code of Conduct for the Protection of Children from Sexual Exploitation in Tourism and Travel. The Code of Conduct is now an industry-led corporate social responsibility tool aimed at combating the sexual exploitation of children in tourism. Through this initiative, ECPAT International has worked with the tourism private sector to increase awareness and encourage the implementation of child-protection policies and mechanisms.

Having launched efforts to combat child-sex tourism in both tourist-sending countries and tourist-destination countries, the ECPAT network draws on extensive experience in collaborating with the tourism industry and travel professionals. Through its work with NGOs, law-enforcement agencies, and international institutions to build individual and team capacity to respond to child-sex tourism, ECPAT has been able to compile numerous best practices, sensitisation materials, training exercises, and other components of combating CST. Recognising that these best practices and years of experience offer a unique opportunity to produce a set of tools, the present training kit has been developed as a multi-stakeholder instrument to reduce and prevent sexual exploitation of children through the tourism industry.

# INTRODUCTION

## Training Kit Objectives

This training kit provides a framework for staff development and capacity-building on the prevention of child-sex tourism. As such, it is a flexible and adaptable guide that it can be administered, with suitable changes made by the trainer, to audiences such as tourism professionals or other trainers who can then replicate the training in different contexts. The modular structure of this training kit and the general level of guidance provided are precisely the elements that should make such adaptability and flexibility possible.

This is by no means to deny the specificities related to different types of training recommended in various circumstances (trainer-to-trainee, training of trainers, etc.)<sup>2</sup>, but to highlight the significance of a manual that allows trainers maximum adaptability in just one product.

It is therefore envisaged that, in addition to tourism companies undertaking in-house training or NGOs providing training of trainers, this manual may be used proficiently with suitable adaptation by national tourism authorities and governmental agencies embarking on a wider programme of child protection from sexual exploitation in tourism.

## Training Kit Structure

This manual is divided into three modules (Raising Awareness on CST; Ensuring Child Protection; and What you can do to Combat CST). These modules are divided into smaller sessions each of which focuses on a different aspect of combating child-sex tourism.

Each session contains suggestions on how training can be organised and time-managed, although those are not strict requirements, and different conditions and time-constraints may point to the need for adjustment.

The kit is designed so that a trainer can deliver a dynamic and interesting training course within a short or longer training period, based on how much time trainer and trainees have. Indeed, as some travel and tourism companies cannot afford more than a working day or two to attend training seminars, while other organisations seek more in-depth training which may last up to a week, it is important that the training content provided here be condensed into a short time if this is necessary. Thus, the tool kit can be adapted for training which lasts a day, or can be used for in-depth sessions over the course of an entire week.

Each session is equipped with sample slides (which can be adapted to tourist-sending and tourist-receiving countries), notes for trainers, and exercises or handouts. Tips and guidance

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<sup>2</sup> For a recent detailed contribution to training methodology with particular reference to training of trainers, please see S. Delaney, T. Noten, Training the Trainer, ECPAT Europe Law Enforcement Group, in co-operation with ECPAT International, Bangkok, 2008.

for trainers on CST and the training are provided throughout the training kit. At the end of the manual is a section of Appendices where the different exercises and hand-outs contained in the sessions can be found.

## Organisational Details: Length of Training

Travel and tourism companies that wish to take action against child-sex tourism, implement a child-protection programme, or fulfil the requirements of the Code of Conduct – and therefore provide their staff with training on the issue of child-sex tourism – may not have much time to spare for training staff members. Training of staff typically lasts one full day, rarely more as travel companies and some NGOs cannot afford to let staff be away from regular duty for long.

The kit is designed so that a trainer can deliver a dynamic and interesting training course depending on how much time the trainer and trainees have. The ideal training period is three days, but if more time can be spared certain aspects of the training can be pursued in depth (notes are provided throughout the tool kit to this effect) and last a total of five working days. If less time is available, the training contents can be adapted for as short a period as half a day. Also, it is possible for the training to be divided into two half-days or other shorter segments, as may be necessary for the time, space and resources available to the company.

## Organisational Details: Number of Participants

As with many training programmes and courses, the number of participants should be limited in order for the training to be effective and efficient. It is recommended that the training tool kit be used for training sessions attended by not more than 20 participants, in order to maximise learning and discussion.

## Organisational Details: Training Content

This manual consists primarily of suggested slides and explanatory text, but it also includes a variety of exercises, materials, suggested role plays, handouts, and other training components, most of which are contained in the Appendices. Materials provided for all three modules are:

- Sample Slides
- Session Notes and Notes for Trainers
- Handouts
- Group and Individual Exercises
- Evaluation Forms

Please ensure that all participants and trainees complete the Evaluation Form (Annex 23) as this provides valuable feedback on how ECPAT can continually update and improve the training programme.

# GETTING STARTED

## From Teaching to Learning – Setting the context for an effective learning process

### Methodology

Experienced trainers (and participants) are aware that training is much more about learning than it is about teaching. Hence, being able to create a positive learning environment is also crucial for successful training. This chapter is meant to support those tourism professionals and trainers who are going to use the ECPAT Training Resource Kit "Protecting Children from Sexual Exploitation in Tourism" in the framework of training of students or staff development and capacity-building within the tourism sector, e.g. by signatory companies of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

Due to the structure of the tourism industry and for maximum flexibility of this complex training tool, professionals who are supposed to deliver training on the prevention of child-sex tourism will have to train other trainers or professionals who would then train staff of various departments, e.g. in hotels. In this case, this chapter on methodology and training techniques will especially serve this purpose.

This chapter on methodology is building upon the enormous experience accumulated within the ECPAT network on training on the topic of child protection and prevention of sexual exploitation of children in its various dimensions.

The content is based on or partly taken from the following literature:

- **S. Delaney, T. Noten, Training the Trainer**, ECPAT Europe Law Enforcement Group, in cooperation with ECPAT International, Bangkok, 2008;
- **ECPAT Germany, Trainingsmanual zum Verhaltenskodex 'Schutz der Kinder vor sexueller Ausbeutung'**;
- **Dr. Stephan Kösel, Train-the-Trainer Seminardidaktik**, Trainer-seminar organized by ECPAT Germany, 10/11 Oct 2006, in Freiburg, Germany.

### Seven 'keys' to learning:

I AM – Deciding to learn... am I sure that that I am prepared to learn?

INDIVIDUALISM – Everyone learns differently – at a different pace and in different ways

INTERVALS – Rhythm is useful to learning – changes in active and more passive phases, breaks and time for reflection

IMPULSES – Address all senses and take the perspectives of those who are learning

INTERACTIVE – Real learning is achieved through encounters, interaction and exchanges

IMAGINATION – Learning is not only through rationalisation and reason, but also emotion – use associations and images

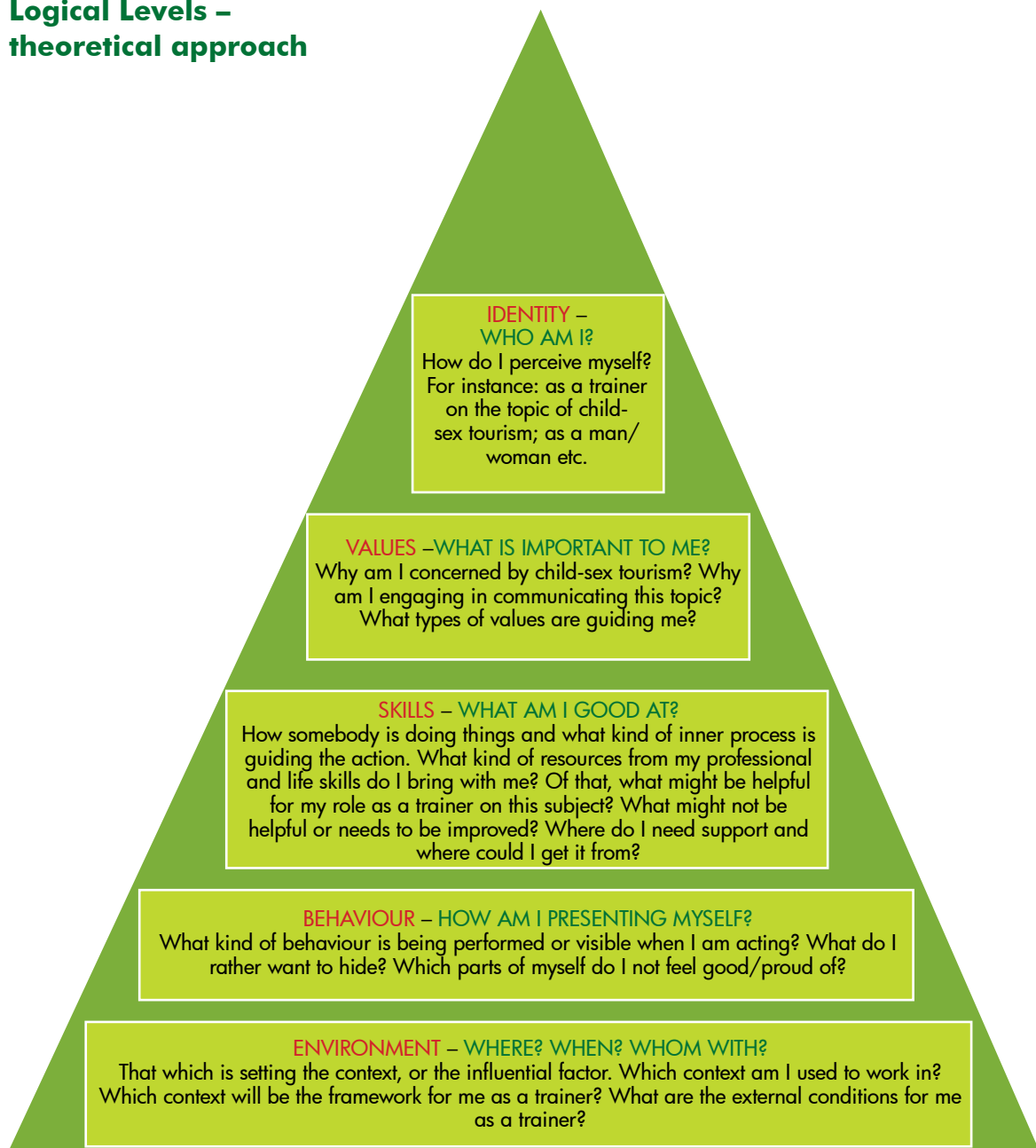
INFO-TAINMENT – Find ways to present in interesting ways, for example using film clips

## Personal and technical goals in training

Our acts and objectives in daily life are usually based on a set of values, beliefs and our identity. This is true for the trainers as well as for the participants. Even more, values, beliefs and identity guide our behaviour without us being necessarily aware of them, unless we decide to concentrate on reflecting them. For each training setting, it is therefore important to understand these kinds of "hidden" forces or agendas stemming from our personalities (as trainers) and also – to a certain extent – from those of the participants.

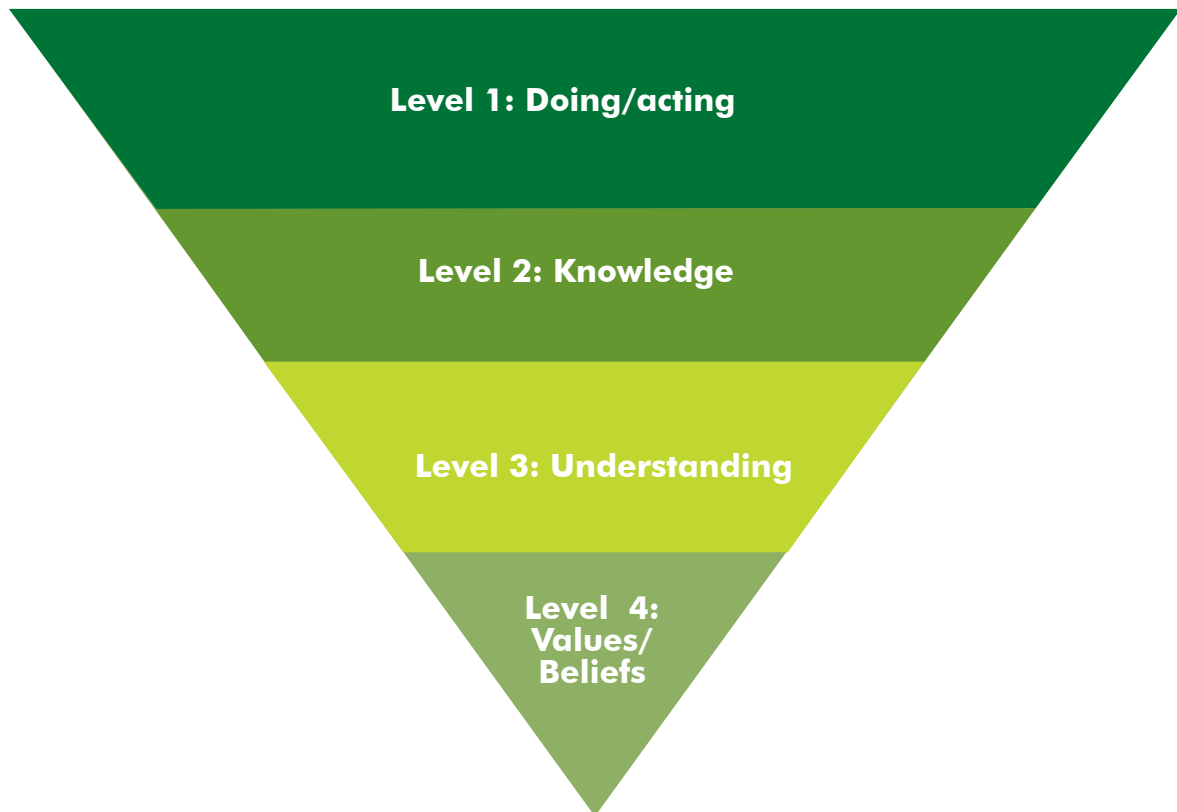
One model is the so-called Where-do-I-belong pyramid which consists of different levels which are influential when people are "doing things", whatever those may be (for instance: how they perceive training on child-sex tourism).

### Logical Levels – theoretical approach



## The upside-down pyramid – practical approach

This is simply the reversed version, from the perspective of real people acting in their daily lives. As we can see here, “acting” is based on knowledge and understanding of the subject. And the HOW DO WE UNDERSTAND is based on values, beliefs and, last but not least, on a certain concept of identity.



It is crucial to be AWARE OF one's own motivations, values and beliefs and to UNDERSTAND those of participants in a certain training situation, especially when doing training on difficult topics, like e.g. child-sex tourism.

### Example:

1. What I want to achieve with training is behavioural change. This is located at the lower level ("logical level"). For instance: the behaviour of an agent at the counter. He/she needs to focus on a sensitive, though realistic way of communicating the topic to the client. It might help if he/she also speaks about his/her own motives for engaging in child-protection, but also the motives of the company.
2. The professional role and self-perception of the agent: Depending on how the agent was instructed and trained, he/she might shy away from speaking about such a delicate issue with a client because he/she might think that "negative information" may disturb the actual goal, which is to sell a travel package. And speaking about "such things" would just mess it up.

3. The challenge for the trainer is: What kind of belief/value of the agent needs to be changed or influenced in order to make him/her understand that speaking about this topic with the customer is not disturbing the marketing of a travel package.

A new value could be: Our customers don't mind the information on disease prevention and vaccination, nor do they mind information on the sexual exploitation of children, and how to prevent it.

Possible objectives for training on prevention of child-sex tourism or "learning goals":

**IDENTITY:** Company 'X' intends to become an active and responsible member of the community. Thinking globally and acting locally.

**VALUES:** Ethical value-oriented attitude, rather than profit maximisation-oriented.

**SKILLS:** Participants are able to understand the complexity and cross-cutting dimensions of the problem.

**BEHAVIOUR:** Participants are cooperative in the training and keen to deal with the problem. They show interest and willingness to become active.

**ENVIRONMENT:** Participants are keen to become multipliers.

## Learning Styles and Learning Models

Styles of learning differ between individuals. There are many different theories to explain the different ways that people learn. We have selected just two models below to explain learning, so we can give practical examples of how the preferred learning style influences the practice – that is, what the trainer needs to do. In a course, we normally describe one model of how people receive and process information.

### Learning and processing information by sensory receivers

An adult person receives information through three main sensory receivers:

- Sight
- Hearing
- Movement

However, one or more of these aspects is normally dominant. The dominant aspect defines the best way for a person to learn new information. This aspect may not always be the same for all situations. A person may prefer one style of learning for one task and a combination of other styles for another task.



In training, we need to present information using all three aspects, so that all types of learners can get the most out of the training.

### **Learning by Sight**

Visual learning may be linguistic or spatial. Persons who are visual-linguistic learners like to learn through written language tasks, such as reading and writing. They remember what has been written down, even if they do not read it more than once. They like to write down directions, and they pay better attention to lectures if they watch them. To facilitate visual-linguistic learners

- Use Handouts
- Give written tasks
- Use visual written presentations (e.g. with overheads / PowerPoint)

Persons who are visual-spatial learners usually have difficulty with written language, and do better with charts, demonstrations, videos, and other visual materials. They easily visualise faces and places by using their imagination, and they seldom get lost in new surroundings. To facilitate visual-spatial learners:

- Use graphs, charts, illustrations
- Include outlines, agendas, and handouts for reading and taking notes
- Include content in handouts to re-read after the session
- Supplement textual information with illustrations
- Show diagrams and then explain them

### **Learning through Hearing**

For persons who learn best by hearing, you should

- Begin new material with a brief explanation of what is coming, and conclude with a summary of what has been covered ("Tell them what they are going to learn, teach them, and then tell them what they have learned")
- Include aural activities, such as brainstorming, "buzz" groups, etc.
- Leave plenty of time to debrief activities. This allows for connections to be made between what participants have learned and how it applies to their situations
- Ask the participants to verbalise their questions
- Develop a dialogue between the participants and the trainer

### **Learning by Movement**

Those who learn best by movement tend to lose their concentration if there is too little external stimulation or movement. When listening to lectures, they may want to take notes. When reading, they like to scan the material first ('get the big picture'), and then to focus on the details. They like to use colour highlighters and to draw pictures, diagrams, or to 'doodle'.

To facilitate these learners

- Use activities that get the participants up and moving
- Use coloured markers to emphasise key points on flipcharts or white board
- Give frequent 'stretch' breaks
- Provide highlighters, coloured pens/pencils
- Have the participants transfer information from the text to another medium, such as the flipchart

### **Four steps, four styles learning model**

Another description of how people learn is a four-step learning model that includes four different learning styles

Four-step learning process leading to	=> Four corresponding learning styles
Watching [introvert - reflection]	=> Reflectors
Thinking [mind]	=> Theorists
Feeling [emotion]	=> Pragmatists
Doing [extrovert - muscle]	=> Activists

### **Reflectors learn by watching**

These learners reflect on how information will impact on some aspect of their life. They rely on careful observation in making judgements; they want their performance to be measured by external criteria. They like to learn using reflective observation and concrete experience (logs, journals, brainstorming). They like time to think about the subject.

Training approach: lectures with plenty of reflection time; trainer should provide expert interpretation and be a taskmaster or guide; judge performance by external criteria. The reflectors' strengths lie in an imaginative ability. They tend to be interested in people and emotional elements.

### **Theorists learn by thinking**

These learners compare how information fits into their own experiences. They learn best in authority-directed learning situations that emphasise theory and systematic analysis. They like to learn using abstract conceptualisation and like to ask such questions as "How does this relate to that?" Their strengths lie in their ability to create theoretical models. They tend to be less interested in people and less concerned with practical applications of knowledge.

Training approach: lectures, case studies, theoretical readings and reflective thinking exercises help these learners. They often see the trainers as the authorities.

### **Pragmatists learn by using feeling/experiencing**

These learners rely on experience-based judgments. They learn best from specific examples in which they can be involved and they tend to relate to peers, not authority. They like to learn using abstract conceptualisation and active experimentation (laboratories, field work). They ask "How can I apply this in practice?" Their greatest strength is in the practical application of ideas. They prefer to deal with things rather than with people.

Training approach: group work and peer feedback often lead to success. In activities, learned skills should be applied. The trainer acts as coach for this self-directed autonomous learner.

### **Activists learn by doing**

These learners think about how information offers new ways for them to act. They dislike passive learning situations such as lectures. They like to see everything and determine their own criteria for the relevance of the materials. They like to learn using concrete experience and active experimentation (simulations, case studies).

Their strengths lie in doing things and involving themselves in new experiences. They excel in adapting to specific immediate circumstances. They tend to solve problems intuitively, relying on others for information. Training approach: practicing the skill, problem-solving, small-group discussions, peer feedback; the trainer should be a model of a professional, leaving the learner to determine his/her own criteria for the relevance of materials.

The ideal training environment would include each of the four styles. For example, it might begin with the learner's personal involvement through concrete experiences; next, the learner reflects on this experience, looking for meaning; then the learner applies this meaning to form a logical conclusion; and finally, the learner experiments with similar problems, which result in new concrete experiences. The training activities should be flexible so that each learner could spend additional time on his or her preferred learning style.

## 'Difficult' Participants

Every course is likely to encounter at least one 'difficult' participant – for example someone who will not stop talking and has an opinion on everything, or someone who is shy and does not want to participate. In the worst cases, there may be outright hostility between participants. It is important that potential trainers know how to deal constructively with any difficulties that arise.

### **Trainer, remember!**

- T – Tell people things only if they cannot do so themselves or do not know it
- R – Repetition and practice makes permanent and perfect
- A – Attitudes are not taught, they are caught
- I – Involve participants to get maximum results
- N – Needs analysis is the starting point of training
- E – Evaluate results for constant improvement
- R – Reading materials are to complement and reinforce learning

### **Examples of a 'difficult person' situation, and how to manage it**

- 'This will never work': Try to regard the statement of difficulty as an invitation to build, and not as an obstacle. Try asking the individual to suggest a solution to the problem they have identified. You should listen to the difficulty expressed, and try to deal with it, but under no circumstances should you allow the session to develop into a 'complaints' session.
- Conflict between two persons: You should be aware of the situation, but should not intervene too early, as this could lose you the support of the group. If you do have to intervene, try to emphasise the points of agreement that you have been able to identify and to draw others into the discussion. It is important to try to de-personalise the issue, and it may be appropriate to get the participants to agree to 'park' it for the time being. You can come back and deal with it later, when the situation has calmed down.

- 'I'm not going to say a word if I can help it': The person may be shy, or might be nervous of speaking in front of their boss or their peers. He/she might find it easier to speak in a small group, which is why it is important to use a variety of learning styles. As the facilitator, it is important that you value everyone's contribution. Ask the person for their opinion about something; then they cannot make a mistake, because it is only their opinion. Be careful to acknowledge any contribution that they do make.
- 'I'm the expert on this subject': The person may be truly an expert, in which case you should show respect for what they can bring to the discussion. Use their expertise to help the learning experience of the others, but mentally set limits on how long you will allow them to talk, and stick to those limits. Use your body language to indicate when he/she should stop talking. Encourage the person to listen, and consider giving him/her a part to play in answering questions from other participants. If appropriate, invite the person to do a short presentation on the subject under discussion.
- 'I like the sound of my own voice': This individual is likely to want to dominate the discussion, and you must take control, but in a constructive way. Try to involve other participants by calling on them by name to get involved. In most cases you will find that the group itself will take control and tell the difficult person to stop talking.
- 'I've heard it all before': Whatever you do, do not get angry or defensive. Try to find some merit in what the person is saying. Encourage the person to focus on the positive.
- 'I don't agree': A person who is constantly disagreeing and raising objections can introduce a negative atmosphere into a training session. A good technique to use for such situations is for the trainer to move outside of the group while the problem is being discussed. For example by getting up, or moving to another position in the room. This forces the person who is being negative to address the trainer at the exterior of the group. Moving to a space outside the group prevents the negative energy from entering the group. It allows the trainer to keep the positive energy within the group, and to return to that positive position after dealing with the problem.
- 'I want to discuss a different and difficult issue': If an issue is brought up which will take too long to deal with immediately, or which is not appropriate for the session, 'park' it, and come back to it later. Write down the key word for the issue, and place it where it can be seen; explain to the participants that you will return to it at another time. The paper is a reminder that the problem remains to be tackled. Once you have dealt with the issue, take the paper away.
- 'I won't attend all of this programme': It will be very difficult for the members of the group to concentrate and trust each other if one participant is reluctant to be there or will only attend part of the sessions. A participant will not get value from doing only part of a course you have designed. If someone is not prepared to attend the entire course, it is important to

find out why – they may have a very valid reason. However, you may need to be strict, and insist that the person drop out of the course altogether. Discussions about attendance and timekeeping are best conducted privately outside of the session.

## What Makes A Good Trainer

Trainers in training should have the opportunity to consider the skills and qualities that make a good trainer. Some qualities of a good trainer, such as personal sensitivity and commitment, depend on the individual personality of the trainer. However, experience and awareness can improve everyone's skills. Participants should think about what qualities they would like to have as a trainer, and what they would like to avoid.

One effective training exercise for this topic is to ask participants in small groups to draw 'the ideal trainer' and then present their work to the whole group. Doing this normally generates a lot of laughter and interaction and is a good way for participants to bond with each other early in the course.

The indicators that participants should recognise are set out below:

### **A good trainer has**

- Sensitivity towards the feelings of others: A good trainer will help to create and sustain an environment of trust and openness where everyone feels safe to speak honestly, and where differences of opinion are respected. Most people will not articulate their discomfort, hurt feelings or anger; instead they will silently withdraw from the discussion. Sensing how people are feeling and knowing how to respond is an important skill in training.
- Sensitivity to the feeling of the group as a whole: In any group, the whole is greater than the sum of its parts. Group 'chemistry' generally reflects shared feelings. A group may be eager, restless, angry, bored, enthusiastic, suspicious, or even frivolous. Establishing collaborative dynamics is essential to a good learning environment.
- Sensitivity to the status and capacity of the individual participants in the group: In a multi-stakeholder group there will be participants with very different backgrounds and personalities. A good trainer will be sensitive to how each participant perceives himself/herself and the others in the group. It can take time to build trust between them and to create the environment in which they will be comfortable with each other.
- Ability to listen: By listening both to the explicit meaning of words, and also to tone and implicit meaning, a trainer will be able to sense the feelings of individuals and the group. It is important to ensure that everyone feels included and has the opportunity to participate.
- Ability to hold people's attention: Body language, tone of voice, manner of dress, can

affect the way participants will react to a trainer. A trainer who appears confident will give participants confidence that they are in good hands and will learn something important. A trainer who uses his/her hands in an expressive manner will give participants a feeling of being included. A good trainer will speak clearly, face the participants, and dress appropriately.

- Ability to draw information from participants: Engaging the participants in the proceedings will ensure that they learn from each other, and feel a part of what is happening.
- Tact: Sometimes the trainer has to take unpopular actions or say awkward things for the good of the group as a whole. The ability to do so carefully and kindly is important. Furthermore, the subject matter of the training can evoke strong feelings and painful memories for participants. A trainer needs particular tact to deal with emotional situations respectfully, but also firmly.
- Honesty: A trainer should be honest with participants about the limits to his/her own knowledge. Instead of pretending to know the answer to a difficult question, see if another participant knows the answer, or undertake to find out the answer and bring the correct information at another time.
- Commitment to collaboration: Collaborative learning can seem frustrating and inefficient at times. It can be tempting for a trainer to take on the traditional role of 'teacher', and to lead rather than facilitate. A good trainer will realise the empowering value of collaborative learning, and will establish a positive relationship with participants in which the responsibility for learning rests with the whole group.
- A sense of timing: A trainer needs to develop a good sense for timing during training. He/she should know when to bring a discussion to a close, when to change the topic, when to cut off someone who has spoken for too long, when to let the discussion continue over the allotted time, and when to let silence continue for a little longer. Timing is also important to provide the structure for learning. This includes setting and observing the times for the sessions, putting time limits on presentations, keeping to the agenda, and starting and finishing on time.
- Flexibility: A trainer must plan the sessions, but must also be ready to change the plans in response to a situation if that will make the learning experience more successful. Opportunities may present themselves in which it is appropriate to call on the talents and experiences of people in the group, or to use resources suggested by the participants. Flexibility towards delaying or bringing forward breaks in the session can also help to prevent the group from losing its concentration or becoming bored.
- A sense of humour: A trainer's ability to laugh at himself/herself, and to share the laughter of others, enhances the learning experience for everyone. The creation of a warm and friendly

atmosphere will make people feel comfortable and open to learning. Laughter should never be directed at someone, but with someone. The issue may be serious, but that does not mean that there is no space for humour, if only as a release. However, it is important that jokes are not made about children and their circumstances.

- Good organisational skills: The trainer must make sure that the 'housekeeping' tasks are done, such as the preparation of materials, the arrangement of the meeting space, and the provision of essential information to participants. Good organisation will give the participants confidence that they are going to learn something important.
- A positive attitude towards the participants: Participants will react well when their opinions and contributions are treated with respect. A good trainer will find a positive way to react to the participants, even when he/she is correcting something or disagreeing.

#### **A trainer is NOT**

- The person in charge: The whole group is responsible for learning. The role of the trainer is to facilitate that to happen.
- A lecturer: The trainer is a co-learner with the other participants; he/she is exploring the subject as an equal partner and contributing his/her own experiences.
- Necessarily an expert: Although the trainer will have prepared the sessions, he/she may not know as much about some parts of the course as some of the other members of the group.
- The centre of attention: A good trainer generally speaks less than the participants. Instead he/she draws the participants into the discussion or activity.
- A judge: In collaborative learning, no one determines that some opinions are correct or more valid than others, although factual inaccuracies may need to be clarified.
- The maid: While the trainer takes the leadership in coordinating the sessions, he/she should not be the only person to take responsibility for the tasks associated with the training course.

## **Working with Culture and Difference**

Even if potential trainers are only going to be conducting training with people from their own culture, we believe it is important to raise the issue of culture and difference and to consider its impact on the training. It is especially important to spend time doing this if it is anticipated that the potential trainers may be involved in training people from cultures different from their own, or on issues which may bring up cultural differences.

Culture is sometimes referred to as a set of beliefs, ideas, customs or practices that belong to a group of people. While culture can sometimes be obvious – such as the way we dress or what we look like – a lot of it is hidden. Instead it shows itself in the attitudes and assumptions which shape the way we perceive the world and the sense that we make of it.

The notion of culture is further complicated by the fact that, as individuals, we belong to many different groups simultaneously. For example, the area where we live, the religion we practice (or not), our families and even the profession or place we work, can all give us, whether we know it or not, a certain way of living, working and viewing the world.

Sometimes culture is described as being like a pair of spectacles or 'lenses' through which we see things, but although a useful illustration, this explanation can also be misleading. When we are wearing spectacles we tend to be aware we have them on! Our individual and unique culture is such a part of us and who we are, that we are often unconscious of it. Nevertheless it does influence our thoughts and behaviour.

Normally this does not create a problem for us, because we tend to mix with people from similar cultural positions. However, when working around issues related to child exploitation it is likely that we are going to come into contact with people who have a very different frame of reference. This includes professionals, workers, and children from different countries. If we are working to repatriate children, for example, we will also need to work with families and communities from outside our own country.

When training people to work with children who have been abused, exploited or trafficked, their communities and the professionals helping them, it is important for participants to be able to reflect upon their own assumptions and beliefs and to think about how this might affect their work, both negatively and positively. Trainers will also need to be able to explore their own culture and how this affects them in the role of trainer.

Exploring culture and difference takes skill, because the beliefs and ideas are often deeply held, as they are so part of who we are; and yet it is crucial that a trainer is able to challenge unhelpful stereotypes and ideas about others. In doing this, it is important to be able to convey a sense of being non-judgmental. Questions which are non-threatening and communicate a real desire to understand, such as 'where do you think that idea comes from?' or 'what different thoughts/beliefs/feelings do you think others might have?' can be very useful in helping people explore their cultural beliefs.

A good exercise for getting participants to consider culture and difference is to break into small groups. Each group should draw an iceberg floating in the sea. On the part of the iceberg which is visible above water participants should note things that are visible about their own cultures (such as clothes). Below the surface participants should write things that are not so obvious or visible (for example, what are the rules about paying for meals?). If there are people from different cultures in each small group then this can generate a lot of discussion. There is no need for consensus. At the end of the exercise, the groups should feedback to the large group. The aim of this exercise is not to give definitive answers, but just to highlight that there are many different, equally valid, ways of living.

Additionally, throughout the course the trainers of trainers should highlight any points where they think



that there might be cultural variances. A non-threatening way of doing this is to compare a value that a participant has expressed to the trainer's own cultural position on that value.

### **Principles for working with differences – some ideas of how to explore culture, and strategies that might be useful**

- Culture should never be used as an excuse for abuse

While there are many different ways of living life that are equally valid, it is important to distinguish those that are abusive. A culturally pluralistic view, in which diverse styles are accepted and valued, recognises the importance of culture. Conversely cultural relativism, in which 'anything goes', can leave children unprotected. A particular trap is for workers to presume that a particular behaviour is a cultural practice and thus sanction it as acceptable. At all times it is essential to consider the effect or likely effect on the child. If necessary, guidance must be sought to work safely and ensure the child's protection.

- Power imbalances and discrimination must be recognised

Dominant ideas exist in all societies about race, ethnicity and culture – it is important to recognise these and consider how and to what extent their effects can be minimised. While in many circumstances this can be facilitated by having a worker of the same ethnicity or cultural background as the client, this may not be practically possible or indeed may cause additional stress if the client is concerned about reports getting back to their country of origin.

- Working in an open and transparent environment

A safe and supportive working environment needs to be created so that workers can explore their ideas. Assumptions and values can be made open to colleagues and clients so that they can be examined and challenged.

- Culture and ethnicity are always important but not always obvious

It is essential to explore issues such as culture and ethnicity even when professionals and clients 'look' the same.

- People who are different (from the workers) are not necessarily the same (as each other)

Professionals and workers must avoid assuming that all people from the 'same' country, family or local culture follow the same rules of behaviour, preferences, etc.

- Better to be 'clumsy' rather than 'clever'

While workers may be concerned about insulting or upsetting clients or colleagues because of a lack of understanding, it is safer to ask than be ignorant of the meaning of things. Questions such as 'can you help me understand why this is important to you?' or 'what do I need to understand so that I do not offend you?' can in fact help with building positive working relationships with those from a different cultural/ethnic background as they can be seen as a way of wanting to understand rather than judge.

- Sensitivity is important, but superficiality must be avoided

It must be remembered that workers have a job to do. Children must be protected and this must not be compromised by a desire to be sensitive to anyone's particular culture.

*These principles are based upon ideas proposed by John Burnham, a UK-based family therapist and social worker. They have been adapted and reproduced here to give trainers some ideas about how they might both work within their own culture and help others to explore theirs.*

## Introductions

Child-sex tourism, or any aspect of commercial sexual exploitation of children, is a difficult one for anyone to talk about. This can be especially true for people who work outside the domain of child rights, human rights or child psychology.

It is very important for the trainer to bear in mind the possibility that one of the trainees may have suffered abuse as children – this may have an impact on the use of role plays during training. Discussions or presentations about commercial sexual exploitation of children can jar or evoke memories of people present at the training. Adults may have been abused as children and it is even possible that a participant was a victim of sexual abuse or exploitation as a child. The trainer is not expected to be able to provide immediate emotional or psychological support to a participant who has a strong reaction to the topic of discussion at hand. However, it is preferable that the trainer be aware that such a reaction, however unlikely, is a possibility and be ready to respond. Indications for the trainer on how to respond to such a situation are provided in the notes for trainers in the first module.<sup>3</sup>

Introductions should be a lively and pleasant affair, not a boring formality. Introductions and ice-breakers should help dissolve any tension participants might be feeling towards other participants or about attending a workshop or training session in which sexual exploitation of children will be the main focus. Often, male participants may feel threatened or targeted since the majority of child-sex tourists are men. Explain to participants that the percentage of male offenders is comparatively small, and that women are also sexual exploiters of children (either as direct abusers or as facilitators).

Moreover, trainers should be prepared to consider the specific cultural backgrounds of the participants. Not only may the trainer come from a different cultural than that of the trainees, but also the participants may vary markedly among themselves in that respect. This element will need to be considered carefully by the trainer when making assumptions, asking the group to interact and asking individual participants to comment on a topic upon which many may have strong opinions or positions.

It will be important that the trainer, far from neglecting the cultural elements in their audience, put them to good use to create a supportive work environment which is respectful and welcoming of ideas and positions that may not look conventional.

Culture, on the other hand, should never be accepted as an excuse to justify the exploitation (whether sexual or otherwise) of children. A demarcation line should be clear to both trainers and trainees when it comes to the protection of children on the one hand, and to traditional customs and behaviours on the other, with the former invariably taking priority.

It is therefore important that introductions and ice-breakers are conducted in such a way that participants feel prepared and comfortable to learn about an issue that can be disturbing or emotionally charged. The trainer should choose an innovative and appropriate way of making introductions, as this – in itself – will act as an ice-breaker. Ice-breakers help put all participants at ease and allay fears and discomfort from the start of the training session. A number of ice-breakers are given in Annex 22.<sup>4</sup>

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<sup>3</sup> It is very important for the trainer to bear in mind the possible presence – in the audience of trainees – of persons who may have suffered abuse as children, as this may have an impact on the use of role plays during training.

It may be that the participants all know each other already as they belong to the same organisation or company. In this case, just giving a name and the title of their position within the organisation or company should be sufficient. The trainer should be attentive to what positions the participants hold in the company as this might have a bearing on their role in intervening in a suspected situation of child-sex tourism.

However, if the participants do not know one another already, they should also explain what company or organisation they work for and, if possible, why they have been sent by their company or volunteered to attend the training. It is encouraging for all participants to see that the problem of child-sex tourism is being taken seriously by other companies and organisations. Individuals can be sceptical about the issue of CST, especially in the travel and tourism industries, so it is important that the involvement of other companies or organisations is open and transparent right from the start of the training.

An additional point to be borne in mind with any group of trainees is that some participants may prove to have a more difficult attitude than others, irrespective of individual positions held towards the issue of child-sex tourism. This is very often a question of character not related to the training subject per se (again, the peculiarity and complexity of the child-sex tourism issue may in part contradict this). It is, however, the trainer's duty to consider this aspect which, if left untended, has the potential to disrupt an otherwise well-planned training session.

Difficult trainees may appear in many forms (those with a negative attitude; those who think they already know it all; those who enjoy being in the spotlight; to name but a few). The trainer will need to resort to all of her or his experience to defuse possible conflict situations, always attempting to identify elements for fruitful discussion in apparently unconstructive statements and behaviours, and aiming at involving a potentially disruptive trainee in finding solutions to the problems that they themselves have highlighted.

## Training Expectations and Objectives

The objectives of the training sessions are listed clearly at the beginning of each session. It is suggested that these be clearly borne in mind when using this manual to deliver training on CST. However, objectives may be adapted in accordance with possible changes in content, participants' schedules, and other factors which may come into play after tailoring the training to a company's or organisation's requirements or context.

It is very important to state clearly what the objectives of each session are so that participants adjust their expectations and are not left wondering why a training exercise is being undertaken or a particular topic being covered. For example, the objectives of a morning session might be:

- to understand the problem of sexual exploitation of children in tourism and how it affects tourism;
- to learn how to identify and respond to situations of sexual exploitation of children in a tourism-related setting;
- to review existing child-protection policy/measures developed by other tourism companies.

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<sup>4</sup> More ice-breakers or warm-up exercises to be found in S. Delaney, T. Noten, Training the Trainer, ECPAT Europe Law Enforcement Group, in co-operation with ECPAT International, Bangkok, 2008.

Avoid listing objectives that are too general or do not appear to have any practical application. Remember that the training is geared towards persons (or their trainers) who are working in a tourism context, whether as members of staff of a travel company, non-governmental organisation, or national tourism authority. The objectives should therefore clearly relate to the work and mandate of the participant and their organisation. Participants will be adult professionals looking for immediate and practical usage of the training in their work, and will therefore be attentive to what applicable solutions and tools the training has to offer.

Training expectations and objectives should be reviewed after the ice-breakers and introductions. The trainer may opt to start by asking participants what expectations they have of the training session. If possible, expectations should be listed on a flip chart so that they can be viewed by all the participants.

After the participants have expressed their expectations of the session, the trainer should draw their attention to the objectives of the training and conduct a rapid comparison of the expectations vis-à-vis the objectives. The objectives should be clear, simple, achievable, and realistic, and the comparison drawn should allow the trainer to clarify any misconceptions about what the training programme can achieve and will enable the participants to do.

## Ground Rules

As with any training session, it is important to establish ground rules and parameters to guide the proceedings. This should make it possible for the discussions that take place throughout the training to be fruitful, rewarding and appropriate.

For this purpose, participants should be asked to brainstorm for a few minutes. Any resulting list of ground rules may then be integrated with ones from the following checklist:

- keep what is shared within the group confidential;
- child-sex tourism is an emotionally-charged issue and it is important to respect others' ideas and opinions, no matter how different from yours;
- be aware of body language and non-verbal responses: they can be as disrespectful as words;
- engage in the workshop, be here now;
- participants should commit themselves to attending the full training programme scheduled;
- there are no stupid questions: do not hesitate to ask if you are unsure about something;
- no side-talking: active listening instead;
- share your experiences working for an NGO or travel and tourism company, as it is this kind of exchange that enables us to make headway against CST;
- do self-critiques: trainers should evaluate the training experience as a whole; participants should question their own understanding of the issue and whether the training objectives have been met;
- show up on time at the start of the session and after breaks;
- cell phones, beepers, pagers and other electronic devices should be turned off during training;
- have fun!!!

## Parking Lot

If questions or concerns arise during the training that a participant does not feel able to ask openly or does not want to express for risk of slowing down the session, a flip chart/wall chart can be set aside as a parking lot where he or she can write down their concern at any time. Trainers themselves may use the parking lot for topics they feel should be tackled at a later stage.

Trainers should make sure that any questions added to the parking lot are thoroughly addressed before the end of the training programme.

## Establishing Knowledge Levels

At the beginning of a course, it is useful to establish the knowledge levels of the participants. This is helpful to chart learning and to evaluate the effectiveness of the course. One method is to complete a baseline knowledge test before or at the beginning of the course, and to review the test at the end of the course.

A sample baseline knowledge test, which can be adapted, is included in Annex 23.

Another way of conducting a baseline knowledge test, without completing a form, is to ask participants questions and get them to place themselves along an imaginary scale to demonstrate their answers. This is a good technique because it gets participants moving; a disadvantage is that participants may later forget where they had placed themselves in the initial test! To get over this problem, one of the trainers could make a diagram or a note to register the placements, or take a photo.

# ***Module 1***

**RAISING AWARENESS  
ABOUT CHILD-SEX TOURISM**



# SESSION 1

## Child Rights and Tourism



A happy childhood is treasured with nostalgia and fondness. Every child is entitled to a happy childhood, the basic human right to survive and develop to the fullest with protection from harm, abuse and exploitation, with the ability to participate completely in family and social life. In reality, violence and abuse against children is often hidden, underreported or ignored. There are many children that are denied their basic rights and are victims of abuse, including commercial sexual exploitation. The result of the United Nations Secretary-General's Study on Violence against Children in 2006 confirmed that "violence exists in every country of the world, cutting across culture, class, education, income and ethnic origin... in contradiction to human rights obligations and children's developmental needs". In the same study, the World Health Organization (WHO) estimated 150 million girls and 73 million boys under the age of 18 experienced forced sexual intercourse or other forms of sexual violence in 2002. As the most vulnerable members of society, children must be protected.

An area where child protection must be taken into consideration and strengthened is the tourism industry. As the world's largest industry, tourism does not exist in isolation and its development greatly affects the communities in which it operates and, by extension, the children of these communities. Without proper child-protection mechanisms in place, children can be hurt or exploited by the negative consequences of tourism (for example, prostitution of children or child labour). Thus, tourism development decision-makers, tourism professionals, community leaders and other stakeholders must understand that their interests and responsibilities are linked when it comes to protecting vulnerable children from damaging repercussions originating from – or through – tourism. It is in the best interest of the industry to practice sustainable and responsible tourism while protecting the very community on which its business is dependent. Now more than ever, it is time for the tourism industry to become actively involved in ensuring child protection.



# Session 1

## Child Rights and Tourism

Time	Objectives	Materials
45-55 minutes	<ul style="list-style-type: none"> <li>To introduce the concepts of responsible and sustainable tourism and how these relate to child rights.</li> <li>To examine how tourism affects the lives of children.</li> </ul>	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Make a short presentation on the size of the tourism industry today. If possible and relevant, present regional statistics and facts: *10 minutes*
2. Using the slides, explain the link between tourism expansion and child rights and introduce the concepts of responsible and sustainable tourism as defined by the United Nations World Tourism Organization. Ask participants if these concepts are one which they have heard of before and which surface in their everyday work: *15 minutes*
3. Conduct tourism benefits and harms exercise as a large group using the flip chart: *20 minutes*
4. Conduct a small group exercise on how tourism development can contribute to child prostitution: *10 minutes (Optional)*

### Handouts:

- Essential Concepts Sheet (Annex 1)

### Exercises:

- Tourism Benefits and Harms Group Exercise (Annex 2)

# Slides and Explanatory Notes

SLIDE 1

Session 1

Child Rights and Tourism

SLIDE 2

What are Child Rights?

- In addition to the human rights to which every person is entitled, children have specific rights that reflect their special needs.
- The main international legal instrument for the protection of children's rights is the UN Convention on the Rights of the Child (CRC) of 1989.

SLIDE 3

The CRC

The CRC is built on four core principles:

- Children's right to survival and development
- Non-discrimination (all rights apply to all children)
- Best interest of the child (recognises that children are vulnerable and need special support and protection)
- Participation (children are to be involved in decisions affecting them)

SLIDE 4

Child Rights and Tourism

The tourism industry has an impact on the lives of children

Their rights must be protected as tourism develops

SLIDE 5

Child Rights and Tourism

**Child rights must be part of tourism development policies**

- Human rights and child rights are protected and violated by tourism development.
- Children have specific needs and vulnerabilities.

**Tourists** are defined as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO)

SLIDE 6

Sustainable Tourism

In order for tourism to be sustainable, it needs to incorporate practices of responsible tourism to safeguard natural, cultural and human assets for the future.

Among the human assets are children, who need special protection and safeguard in order to express their potential in the future.

SLIDE 7

Responsible Tourism

Responsible tourism (RT) can be summarised as tourism development that ensures the protection of nature, respect for cultures and the empowerment of local economies. ECPAT International believes that RT should encompass the protection of children's rights.

And, according to the UN World Tourism Organisation's Global Code of Ethics for Tourism, "the exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism [...]" (Art. 2.3).

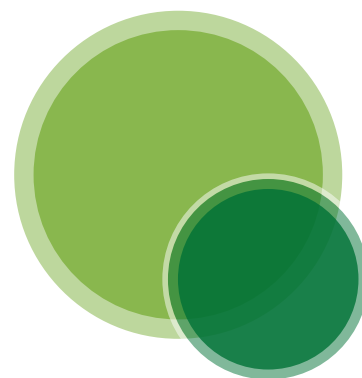
Slides	Training Instructions	Notes for Trainers
1	Essential concepts and ideas for understanding sexual exploitation of children in tourism will be explained and discussed in the first module. The first of these concepts is child rights and responsible tourism.	<p>After having completed the Getting Started section of the training session, the trainer needs to outline the contents of the first module and make certain that the participants understand what topics will be covered in this module.</p> <p>For information about the size of a national tourist industry, please consult Ministries of Tourism and/or National Tourism Authorities (web sites, publications, etc.)</p>

Slides	Training Instructions	Notes for Trainers
2-3	Introduce the concepts of children's rights and the CRC as the foremost international instrument for their protection. Focus on the age definition of children and emphasise that while children are the most vulnerable members of society their interest and needs are often neglected.	<p>When tackling the topic of children's rights, be very clear and keep the issue very simple.</p> <p>For additional information, please refer to ECPAT International's web site (<a href="http://www.ecpat.net">www.ecpat.net</a>) or UNICEF's web page on child rights (<a href="http://www.unicef.org/crc">www.unicef.org/crc</a>).</p>
4-5	Like other industries, tourism can stimulate economic growth and employment, as well as increase wealth and standards of living. At the same time, tourism can destroy traditional sources of livelihood (such as fishing and farming) by damaging the local environment. It can also drive property prices and living costs so high that local populations are pushed out of their homes or off their land. For these reasons, tourism can adversely affect local communities and particularly children, a more vulnerable group who are dependent on protective social structures and systems. In other words, tourism affects both human rights and child rights.	The trainer must first explain the connection between child rights and tourism. The point is to convey to participants that child rights are often overlooked, and in order to ensure responsible and sustainable tourism, child rights must be enforced.
6-7	International organisations, such as the World Tourism Organization or the World Travel and Tourism Council, have defined concepts such as Sustainable and Responsible Tourism in order to give a framework to tourism development which is respectful and empowering towards local communities. Tourism, as a process which runs two ways between locals and tourists, must develop and grow in accordance with this framework, especially if children are to be protected from exploitation.	Make sure you have distributed the Essential Concepts sheet at the beginning of the session. Inform participants they may use it as ready reference during or after the training.

Slides	Training Instructions	Notes for Trainers
	<p>When tourism is allowed to develop without regard for the vulnerabilities of local populations, several forms of exploitation of children can occur. Children may be end up working in dangerous conditions, such as manufacturing products for tourists or working long hours in the service industry. One of the worst forms of exploitation that children can be subjected to is commercial sexual exploitation.</p>	<p><b>Exercise:</b></p> <p>Ask participants to cite examples of how tourism can benefit local communities and how it can negatively affect them, i.e. what are the negative consequences, especially for children.</p> <p>Focus on the links between tourism development and child prostitution.</p>

# Session 2

## Commercial Sexual Exploitation of Children (CSEC) and Child-Sex Tourism (CST)



In order to combat effectively the commercial sexual exploitation of children (CSEC) in travel and tourism, key stakeholders need a general understanding of the issue. It is to be expected that CSEC is a concept that many tourism professionals are unfamiliar with. While some may feel that they know something about the problem, it is important to ensure that all stakeholders in the fight against child-sex tourism better understand its meaning and context. In any workshop setting, some trainers or participants may feel uncomfortable with the issue altogether. The commercial sexual exploitation of children is not a topic to be taken casually, but one that is extremely serious and requires urgent attention. It is a violation of children's rights and its consequences on them can last a lifetime.

Child-sex tourism is a constantly developing phenomenon. In several destinations it has been a conspicuous problem for many years, but in other destinations it has just begun to emerge. It can happen anywhere in the world and no country or tourism destination is immune. In a 'traditional' child-sex tourism destination, such as the Philippines, the nature of child-sex tourism remains the same; foreign adults continue to seek sex with children while visiting the country. It is estimated that approximately 100,000 children engage in prostitution in the Philippines, with about 20,000 in Manila alone.<sup>5</sup>

Conversely, there are also countries, like Mongolia, where child-sex tourism has emerged only recently. According to ECPAT Mongolia, there have been cases of foreign nationals operating businesses that promote the sexual exploitation of children in an attempt to attract tourists. Currently, ECPAT Mongolia and its partners are working to raise awareness on child-sex tourism and promote responsible forms of tourism. A lesson is that other countries with a developing tourism industry must also ensure protective mechanisms for children against commercial sexual exploitation in travel and tourism.

The goal of this session is to help trainees to comprehend child-sex tourism as a form of commercial sexual exploitation of children and its impact on the tourism industry. Without a basic understanding of the problem in all its facets, participants will continue to have misconceptions or remain ignorant of the issue. As knowledge is power, it is hoped that participants will be inspired and empowered to take action against the problem.

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<sup>5</sup> Bureau of Democracy, Human Rights, and Labor. Country Reports on Human Rights Practices, Philippines. 6 March 2006. Accessed on the web at <http://www.state.gov/g/drl/rls/hrrpt/2005/61624.htm>

# Session 2

## Commercial Sexual Exploitation of Children (CSEC) and Child-Sex Tourism (CST)

Time	Objectives	Materials
65-80 minutes	To give participants a basic understanding of the concepts of commercial sexual exploitation of children and child-sex tourism.	Multimedia projector, paper, pens, flip chart.
Suggested Group Size		10-15 participants

### Session Plan:

1. Using the presentation slides and explanatory notes, present the definition of commercial sexual exploitation of children (CSEC) and child sexual abuse (CSA): *15 minutes*
2. Present the definition of child-sex tourism. Using the flip chart and run the "I Think Child-Sex Tourism is" exercise: *20 minutes*
3. Ask participants if they have observed child-sex tourism in the course of their work or have heard about or been told of child-sex tourism through the media or from acquaintances or friends: *10 minutes*
4. Explain the links between CST and the trafficking of children, CST and child pornography using the slides: *10 minutes*
5. Hand out copies of CST and Other Forms of Exploitation: Case Study Sheet. Present case studies and discuss them as a large group. Ask participants if they have encountered these links before: *15 minutes (Optional)*
6. Hand out copies of the Child-Sex Tourism FAQs and give participants five minutes to complete. Review answers as a large group: *10 minutes*

### Handouts:

- CST and Other Forms of Exploitation: Case Study Sheet (Annex 3)

### Exercises:

- "I Think Child-Sex Tourism is"

# Slides and Explanatory Notes

## SLIDE 8

### Session 2

### Commercial Sexual Exploitation of Children and Child Sex Tourism



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Child Sex Tourism

## SLIDE 9

### Commercial Sexual Exploitation of Children (CSEC)

"The use of children for sexual gratification by adults for **remuneration in cash or kind** to the child, or third person(s). It constitutes a form of coercion and violence against children, and amounts to forced labour and a contemporary form of slavery"



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Child Sex Tourism

## SLIDE 10

### CSEC and Child Sex Abuse

Whereas both are forms of violence against children and share some similarities, the commercial sexual exploitation of children is different from child sexual abuse (CSA).



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Child Sex Tourism

## SLIDE 11

### CSEC and Child Sex Abuse

- | CSEC  | vs | Child Sexual Abuse  |
|---|----|---|
| • The abuser is often a stranger and abuse takes place at unknown locations |    | • The abuser is usually known and abuse takes place in familiar environment |
| • Usually not kept secret from friends and peers                            |    | • Usually kept secret from friends and peers                                |
| • People in social circle may not frown upon it                             |    | • Apart from abuser, people disapprove of it                                |



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## SLIDE 12

### Commercial Sexual Exploitation of Children (CSEC)

- | CSEC   | vs | Child Sexual Abuse   |
|--|----|--|
| • Child is often active and may feel powerful                                  |    | • Child is usually passive and typically feels powerless         |
| • Often expresses emotions about CSE   |    | • Often reluctant to talk about CSA                              |
| • May be aggressive, pseudo-confident  |    | • May be withdrawn and quiet                                     |
| • Wider community and legal system views the child's behaviour in negative way |    | • Wider community and legal system is sympathetic and supportive |



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Child Sex Tourism

## SLIDE 13

### Commercial Sexual Exploitation of Children (CSEC)

#### Main types of CSEC:

- Child Prostitution
- Child Pornography
- Trafficking of Children for sexual purposes

#### Other manifestations:

- Child Sex Tourism
- Early marriage



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Child Sex Tourism

## SLIDE 14

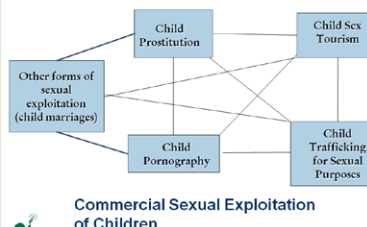
### Child Sex Tourism (CST)

*Child sex tourism (CST) is the sexual exploitation of children by a person or persons who travel from their home district, home geographical region, or home country and have sexual contact with children. Child sex tourists can be domestic travellers or they can be international tourists. CST often involves the use of accommodation, transportation, and other tourism-related services which facilitate contact with children and which enable him or her to be anonymous to the surrounding population and environment.*



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Child Sex Tourism

## SLIDE 15



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Child Sex Tourism

## SLIDE 16

### Child Sex Tourism (CST)

#### CST and Trafficking



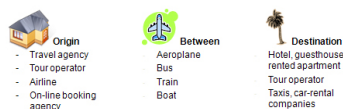
#### CST and Child Pornography



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Child Sex Tourism

## SLIDE 17

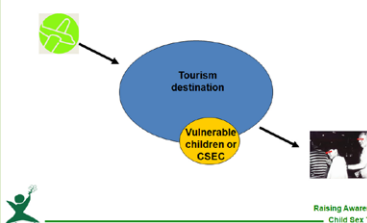
### Child Sex Tourism (CST)



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Child Sex Tourism

## SLIDE 18

### CSEC and Child Sex Tourism



Raising Awareness on  
Child Sex Tourism

Slides	Explanatory Notes	Pointers for Trainers
8-9	<p><i>Commercial Sexual Exploitation of Children or CSEC:</i></p> <p>The definition provided is from the First World Congress on Commercial Sexual Exploitation of Children, which was held in Stockholm, Sweden in 1996. What needs be stressed is that in this type of sexual exploitation, there is a commercial component.</p>	<p>Participants are unlikely to be familiar with the concept of CSEC, nor with the work that has been done against it at a global level, and even less with major CSEC-related events like the First and Second World Congresses against CSEC. What is important to convey is that there has been significant attention and work to combat CSEC, spearheaded by governments, international organisations, NGOs and the private sector (including the tourism industry).</p>
10-12	<p>CSEC must not be confused with child-sex abuse. Both are terrible violations of children's rights but should be seen as separate forms of violence against children. Victims of CSEC endure double exploitation: they are sexually abused and used as an object for profit.</p> <p>Depending on the type of violation, the community may adopt different attitudes towards child victims owing to their understanding of the issue. For example, a community may consider a child victim of trafficking not as a victim of CSEC, but as a prostitute. This is wrong.</p>	<p>It may be difficult for participants to distinguish between CSEC and child-sex abuse. Stress the commercial aspect of CSEC. Also, it important to stress that a child who is commercially sexually exploited is also a victim and in no position to consent to his or her own exploitation.</p> <p>You may need to remind participants that a "child" is defined as any person under the age of 18.</p> <p>Children require special protection from actions that carry consequences, the implications of which they may not fully understand.</p> <p>People who do not work in the field of child rights may meet this concept with resistance. It is important not to shy away from debate and let them express their opinions. Encourage participants who feel that children who are not victims to consider different angles, to ask how they would feel about the issue if it concerned their sisters, brothers, daughters or sons.</p>



Slides	Explanatory Notes	Pointers for Trainers
13	<p>There are different forms of CSEC which are listed here. Child-sex tourism often combines various forms of CSEC, with child prostitution being perhaps the largest component. It should be stressed that in most tourism destinations there are vulnerable children who may be at risk of being victimised by CSEC. The possibility that child-sex tourism may occur is enhanced by the presence of individuals from outside the local community who may be in a position to use financial resources available to them to take advantage of children.</p>	
14	<p><i>Child-sex Tourism (CST):</i></p> <p>In the definition given, the trainer should stress that child-sex tourism can occur domestically as well as across international borders.</p> <p>Even if there are different legal classifications, the practice is the same since the process of child-sex tourism rests in large part on the anonymity provided to tourists through tourism services and the fact that they are away from home. This can occur within the traveller's country as well as outside.</p>	<p><b>Exercise:</b></p> <p>Before providing the definition of child-sex tourism, run a brief exercise by asking participants to give their own definition/description of CST.</p> <p>It is important to point out that child-sex tourists often believe that their actions are socially acceptable and that they are assisting children financially or by providing goods.</p> <p>The trainer must be prepared for the misconception that all child-sex tourists are foreign tourists, or vice-versa.</p> <p>Recent trends have shown that more regional and local tourists are also exploiting children.</p> <p>Refer to the information handout on regional and local exploiters.</p>
15-16	<p>Child-sex tourism can easily be linked to other forms of CSEC. Often, CST is tied to child trafficking for sexual purposes and/or Child pornography.</p>	<p>Participants may ask about the links of CST with the remaining forms of CSEC. As CST is a subset of child prostitution, the link in this case is that victims of CST cater to tourists, in addition to local exploiters. With child marriage, this occurs when a tourist 'marries' a child in exchange for goods or payment in cash or kind, and that the 'marriage' lasts only for the duration of the tourist's visit.</p>

Slides	Explanatory Notes	Pointers for Trainers
17-18	<p>The links between child-sex tourism and child trafficking is important to highlight because:</p> <ul style="list-style-type: none"> <li>• The demand by tourists for sex with children fuels the trafficking flows towards tourist destinations.</li> <li>• For example, children are trafficked from Laos, Myanmar and Cambodia into Thailand to cater to child-sex tourists in Pattaya.</li> <li>• Traffickers use tourism destinations and services as venues and to facilitate their illegal business.</li> </ul> <p><i>CST and Child Pornography:</i> There is an equally strong, if not stronger, link between child-sex tourism and child pornography.</p> <p>Recording abuse and exploitation with digital cameras, video cameras and other devices seems to be increasing and many CST cases involve posting images or recordings on the internet. In terms of reporting CST, it is important to note this link because child pornography becomes crucial evidence against exploiters during the legal process.</p>	<p>The trainer can use in-depth case studies to illustrate the relationship between child-sex tourism and child trafficking, and child-sex tourism and child pornography. If the trainer is conducting the training in a short time period, then he or she should use short case studies, like those provided in the ECPAT FAQ on CST. If more time is available, it is worth conducting desktop research on these links for the destinations in which the given travel company is operating and presenting this information to the participants, as it will help them visualise the link better.</p> <p>As this link grows stronger, it is important that the trainer encourage participants to be attentive to this form of exploitation. Imagery and records of abuse may be found in hotel rooms, in local film processing shops, or in other settings. These should be reported just as child-sex tourists should be reported. Explain to participants that the who, what and how of reporting child-sex tourism will be presented in the second module.</p>
	<p>The process of CST involves origin, travel, and destination, during which the tourist is in contact with a tourism service of some kind which may or may not facilitate contact with children. In examining these 'stages' of CST, opportunities exist for tourism professionals to intervene or inform the traveller of the consequences of CST.</p>	<p>The concept that a tourism professional is present at all the stages of the CST process is one which is essential to combating child-sex tourism. It is introduced here but will be discussed in greater detail in Module II.</p>

# Session 3

## Child-Sex Tourism: Where, Who and How?



**T**his session focuses specifically on child-sex tourism (CST), also sometimes referred to as sexual exploitation of children in tourism (SECT), a form of CSEC that has received increasing attention from the media and public over the last decade. The growth in child-sex tourism has occurred in parallel with the development of the global sex tourism industry owing to the lack of child-protection laws (for example specific regulations against child prostitution).

Contrary to popular belief, child-sex tourism does not only occur in specific infamous tourism destinations of the world, such as South-East Asia or South America; it is now a phenomenon affecting many tourism destinations in every region of the world. It even occurs in places with no real tourism infrastructure, such as some remote locations that are now accessible via newly-built roads or a more widespread flight network.

There is no single reason for the existence of child-sex tourism. The lack of employment opportunities, poverty, social tolerance, irresponsible social and sexual behaviour, discrimination, consumerism and the persistent demand for sexual activities with children are all factors that contribute to child-sex tourism. Child-sex tourists, in turn, come from all walks of life. They may be a local or foreign tourist, male or female, married or single, wealthy or travelling on a low budget.

The aim of this session is to acquaint participants with the problem of child-sex tourism and to clarify some of the misconceptions, as well as the consequences of this abuse on children, society and tourism destinations. It is beneficial that participants talk about the issue and examine how it may intersect with their lives, particularly in their professional capacity within the tourism industry.

# Session 3

## Child-Sex Tourism: Where, Who and How?

Time	Objectives	Materials
70-80 minutes	<ul style="list-style-type: none"><li>• To examine the issue of child-sex tourism in greater depth and to understand its dynamics.</li><li>• To start exploring what organisations and tourism professionals can do to combat the problem.</li></ul>	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Begin the session by asking participants what they think are the major child-sex tourism destinations in the world. Follow this by presenting the maps contained in the slides. Be sure to distinguish between established CST destinations and emerging or recent destinations. Also, use the second map to stress CST hotspots: *15 minutes*
2. Present the three profiles of CST offenders using the Powerpoint slides: *15 minutes*
3. Use the slides and explanatory notes to explain and present how child-sex tourism happens. Then divide participants into groups of 3-5 and run the Cause Matrix exercise. Afterwards, reconvene and discuss the causes and reasons for CST all together: *25 minutes*
4. Stress the numerous misperceptions about CST using the appropriate slide and ask the participants to identify which misperceptions listed on the slide are most appropriate and most relevant to what they know of CST: *10 minutes (Optional)*
5. Present the case studies of CST in the Americas using the slides and explanatory notes: *15 minutes*

### Handouts:

- Regional and Local Exploiters (Annex 4)
- Child-sex Tourism FAQs (Annex 5)
- Cause Matrix Sheet (Annex 6)
- Child-sex Tourism Americas Case Study Sheet (Annex 7)

### Exercises:


- Child-sex Tourism FAQs (Annex 5)
- Cause Matrix Exercise

# Slides and Explanatory Notes

SLIDE 19

Session 3

Child-Sex Tourism:  
Where, Who and How?




Raising Awareness on  
Child Sex Tourism

SLIDE 20

Child Sex Tourism (CST)


➤ Where?  
➤ Who?  
➤ How?



Raising Awareness on  
Child Sex Tourism

SLIDE 21


Where?



Raising Awareness on  
Child Sex Tourism

SLIDE 22

CST hotspots




Raising Awareness on  
Child Sex Tourism

SLIDE 23

Where?

- Brothels and clubs
- Beach and streets in tourism destinations
- Hotels and guesthouses
- Rented accommodation (residences, apartments, villas, etc.)




Raising Awareness on  
Child Sex Tourism

SLIDE 24

Who?

- Situational Child Sex Offender  
Abuses children by way of experimentation, sexual indiscrimination, or through anonymity and impunity as a tourist. He or she does not have an exclusive sexual inclination for children.

➔ Majority of child sex tourists




Raising Awareness on  
Child Sex Tourism

SLIDE 25

Who?

- Preferential Child Sex Offender  
Active sexual preference for children. The preferential sex offender can be someone who prefers sexual contact with children in general or someone who feels sexual desire for children exclusively.

➔ Minority of child sex tourists




Raising Awareness on  
Child Sex Tourism

SLIDE 26

Who?

- **Paedophile**  
Suffering from a clinical condition/pathological disorder, the paedophile desires sexual contact with children exclusively and not with adults. Usually, this preference is for pre-pubescent children.

Very small minority of child sex offenders



Raising Awareness on  
Child Sex Tourism


SLIDE 27

Who?

- Colonial or Historical Routes:
  - French tourists in West Africa
  - UK citizens in India
  - Japanese nationals in South-East Asia
- Regional Routes:
  - US and Canadian citizens in Mexico and the Caribbean
  - East Asians in South-East Asia
  - Scandinavians in North-East and South-East Europe

HOWEVER, unexpected child sex tourism routes include:

- Italian tourists to Colombia
- Swedish nationals in Paraguay
- Swiss man in South Africa




Raising Awareness on  
Child Sex Tourism

SLIDE 28

Who?

- Victims tend to come from disadvantaged backgrounds:
  - Poor
  - Living on street/beach
  - Ethnic minority
  - Low-level education
  - From dysfunctional or broken family
  - Abused in home
- But also:
  - Middle-class background
  - Influenced by materialism and consumerism (often as a result of peer pressure)
  - Unaware of dangers/consequences

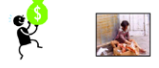


Raising Awareness on  
Child Sex Tourism

SLIDE 29

How?

- Wealth discrepancies between tourists and underprivileged local children
- Working children and street children are directly exposed to tourists

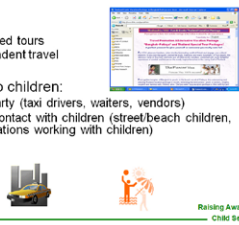


Raising Awareness on  
Child Sex Tourism

SLIDE 30

How?

- Travel:
  - Organised tours
  - Independent travel
- Access to children:
  - Third party (taxi drivers, waiters, vendors)
  - Direct contact with children (street-beach children, organisations working with children)



Raising Awareness on  
Child Sex Tourism

SLIDE 31

### How?

Payment:

- To third party (pimp, brothel owner, family member, accommodation owner)
- Directly to child
- Grooming process/emotional engagement with child

Raising Awareness on Child Sex Tourism

SLIDE 32

### Major Factors

- Unregulated tourism development
- Widespread poverty
- Weak enforcement of law
- Demand for sexual contact with children
- Economic discrepancies
- Materialism and consumerism

Raising Awareness on Child Sex Tourism

SLIDE 33

### Misconceptions

- All child-sex tourists are foreigners
- All child-sex tourists are older men
- Child-sex tourism takes place only in sea and sun destinations
- Minors are happy to engage in child-sex tourism and do so out of choice (**the issue of consent**)
- Child-sex tourism takes place in South-East Asia and South America only
- Child-sex tourism is caused by the minors who engage in it

Raising Awareness on Child Sex Tourism

SLIDE 34

### Impacts (societal)

- Health risks – especially HIV/AIDS and STDs affect local community
- Social and cultural damage: loss of cultural identity and dependency on tourist dollars
- Damage to image of destination and tourism industry – EXTREMELY difficult to shed image of sex tourism
- Undermines sustainable tourism development – unstable investment prospects

Raising Awareness on Child Sex Tourism

SLIDE 35

### Impacts (individual)

- Long-term psychological (and possibly physical) traumatisation
- Health risks – especially HIV/AIDS and STDs
- Stigmatisation by family and close community
- Economic difficulties resulting from marginalisation – vicious circle leading back to prostitution
- Loss of self-esteem

Raising Awareness on Child Sex Tourism

SLIDE 36

### Case Study: the Americas

**In the Americas...**

- Child sex tourism in the Americas has followed the industrialised-country to developing-country pattern, with Canadian and US nationals traveling to countries to the south in order to take advantage of their wealth and engage in commercial sexual exploitation of children. Some of these destinations have struggled for more than twenty years with child sex tourists from their northern neighbours. Others, such as Colombia, have started to experience it more recently.

Raising Awareness on Child Sex Tourism

SLIDE 37

### Case Study: Mexico

**Mexico**

- One 2005 estimate asserted that more than 20,000 minors were victims of prostitution. Furthermore, the cities where abuse is reportedly most frequent are the major tourist towns of Tijuana, Acapulco, Cancun, and Guadalajara. Numerous investigations into American child sex tourists have led authorities to crimes committed in Mexico; in fact, an incredible 18 of 50 (or 36%) of American child sex tourism cases between 2003 and 2005 involved crimes committed in Mexico.

Raising Awareness on Child Sex Tourism

SLIDE 38

### Case Study: Colombia

Foreign tourists travel to Colombia and engage in child sex tourism in the coastal city of Cartagena or sometimes Bogotá. NGOs, UNICEF, and law enforcement have jointly estimated that there are between 20,000 and 35,000 child victims of CSEC in Colombia. In Cartagena, a city which attracts tourists from all over the world as a major Caribbean destination, 1,500 boys and girls are estimated to be exploited in the child sex industry, with foreign tourists visibly seeking minors in prostitution. Authorities of Cartagena have even developed a plan to combat CSEC in the city as the problem grows.

Raising Awareness on Child Sex Tourism

Slides	Explanatory Notes	Pointers for Trainers
19-24	<p>The who, where and how of CST can change fairly quickly in accordance with tourism development patterns, economic growth, and even major geo-political shifts and changes.</p> <p>Currently, there are CST destinations which have suffered from CST for a long time while others are starting to experience CST as the tourism industry expands and grows. As a general rule, CST occurs with the tourists travelling from an industrialised nation to a developing country but this is not exclusively so. Also, CST is often regional (North Americans to Central and South America,</p>	<p>The trainer may wish to start this exercise with just the map, asking participants to point out where CST is known to happen. The trainer will need to be ready for the participants to be hesitant to identify their own country as a CST destination or their own country as a generator of child-sex tourists. Thus, as the trainer presents the global child-sex tourism situation, he or</p>

40

Slides	Explanatory Notes	Pointers for Trainers
25-27	<p>East Asia to Southeast Asia, Western Europe to Eastern Europe).</p> <p>While it is important to know where in the world CST occurs, it is more practical and empowering to know where it happens at a micro-level. Sometimes these details are known and sometimes they are not, if the problem is hidden. It is important to realise that there are multiple venues in which CST can occur that are often quite different from one another (Five-star hotel vs. a brothel in a red-light district), but at which some kind of tourism staff or professionals (receptionists, taxi drivers, etc) may be present.</p> <p>A popular misconception regarding CST is that offenders are paedophiles. In reality, offenders can be categorised into three different groups:</p> <ul style="list-style-type: none"> <li>• situational offenders,</li> <li>• preferential offenders</li> <li>• paedophiles</li> </ul> <p>The end result is the same: a child is exploited by an adult.</p> <p>Offenders express different desires or seek sexual contact with minors of different ages, but all come from different socio-economic backgrounds, professions, ethnic groups, and have no particular distinguishing features.</p> <p>With this information in mind, however, it is especially useful to focus on recognising <i>situations</i> which may pose a danger to</p>	<p>she will need to stress that CSEC can occur anywhere and that no country can proclaim itself unaffected by sexual exploitation of children.</p> <p>The trainer may wish to start this exercise with just the map, asking participants to point out where CST is known to happen. The trainer will need to be ready for the participants to be hesitant to identify their own country as a CST destination or their own country as a generator of child-sex tourists. Thus, as the trainer presents the global child-sex tourism situation, he or she will need to stress that CSEC can occur anywhere and that no country can proclaim itself unaffected by sexual exploitation of children.</p> <p>The trainer should be aware that the three groups may partly overlap in that, for example, a preferential offender can assume the characteristics of a paedophile depending on the victims' age. Cases in the past have shown that an offender could act as either a paedophile or a preferential offender under different circumstances, although this is not true for all offenders.</p> <p><b>Exercises:</b></p> <p>Among the annexes are sample cases in which participants can discuss whether a child-sex tourist is a situational offender, a preferential offender or a paedophile. The value of these exercises is not to make the participants capable of classifying offenders, but to familiarise themselves circumstances, although this is not true for all offenders.</p>

Slides	Explanatory Notes	Pointers for Trainers
28	<p>Victims come from severely disadvantaged backgrounds. This does not just mean poverty, but a wide range of factors and causes which place children at risk of commercial sexual exploitation.</p> <p>People often wrongly view anyone in prostitution, whether child or adult, as someone who brought the exploitation on themselves and have only themselves to blame. However, the idea of consent is irrelevant because the victim is a child and cannot fully understand their actions or the consequences. ECPAT believes that any sexual relationship between an adult and a child is one that results from manipulation, exploitation of power relationships, abuse of wealth discrepancy or other power imbalance.</p> <p>This is reflected in nearly all research on CSEC which shows that most child victims come from vulnerable backgrounds.</p>	<p>If one or more participants express the opinion that adolescents in prostitution are doing so out of choice and should not be considered victims, there are several responses that the trainer can formulate:</p> <ul style="list-style-type: none"> <li>• Stress the fact that minors are unable to make truly informed decisions in situations of CSEC which involve manipulation and economic advantage of the abuser over the child.</li> <li>• The bottom line is that an adult having sexual contact with a minor is wrong, no matter what the context.</li> <li>• Ask the participants if they think that a “decision” by a child to engage in prostitution justifies the violence to which they are subsequently exposed.</li> <li>• Emphasise the dire circumstances of most victims (survival, supporting family, basic needs).</li> <li>• Acknowledge that some children engage in compensated dating (<i>enjō kosai</i>) as a result of peer pressure and consumerism.</li> </ul>



Slides	Explanatory Notes	Pointers for Trainers
29-31	<p>Understanding how CST happens is important in terms of recognising situations and knowing which types of tourism professionals are likely to witness CST. CST can be perpetrated by independent travellers, or collectively by a group on a tour. CST in which the offender avoids package tours and uses independent accommodation services is probably more common today than it was before. CST that is organised through tours and official structures is more difficult to conceal. Nevertheless, there is still much exchange of information and sometimes organisation between child-sex tourists who like to network and seek contact with children through word of mouth.</p> <p>Cash is by no means the only form of compensation that offenders use to buy sex with children. Indeed, food, gifts, and accommodation in exchange for sex are quite common in CST.</p>	<p>It can be useful for the trainer to ask what participants think other forms of compensation may be. This can often be context specific and it might be interesting to get the participants' feedback here, especially if they are local tourism staff.</p>
32	<p>"Why?" is a recurrent question when discussing the sexual exploitation of children. The reasons are complex. In the context of this course, however, we need to discuss what factors are likely to contribute to or exacerbate it: unregulated tourism development, social apathy, poverty, economic discrepancies, etc. By being aware of these and working against them, we can reduce the possibility of CST occurring.</p>	<p>Before showing slide 33, conduct a group exercise. Divide participants into groups of 3-5 and ask them to develop a Cause Matrix in which they list what they consider to be the causes of CSEC and child-sex tourism. Have them assign percentages to the causes (i.e. 50% poverty, 30% gender relations, 10% social discrimination). Then, have the participants identify possible solutions and what roles tourism professionals or NGO staff can play in these solutions.</p>

Slides	Explanatory Notes	Pointers for Trainers
33	There are many misconceptions around child-sex tourism. While some may have kernels of truth to them, we must dispel some of these myths. There are no absolutes in child-sex tourism. As explained before, one of the worst misperceptions is that the existence of child-sex tourism is somehow the fault of the child. Sexual exploitation is never the fault of the child.	Ask participants to identify which of the misperceptions listed on the slide is most relevant to what they know of child-sex tourism, which statement they most disagree with, or ask them which surprises them most.  Try and clarify the question of consent, which all too often is cited by child-sex offenders as possible justification for their acts. Underage children cannot give consent to something they cannot understand, thus consent is irrelevant.
34-35	Child-sex tourism has enormous impacts on the tourism destination and the potential consequences of letting the problem grow are enormous.  From the tourism point of view, great damage can be caused to the reputation of a destination. Once a location has acquired notoriety as a child-sex tourist destination, mainstream tourism (families, etc.) will seek alternative destinations. At the same time, the rise of CST locally can bring increased risk of STDs/HIV, dependency on unsustainable tourism, etc.	
36-38	The case studies of CST in the Americas underline how CST occurs in both destinations which are famous as tourist destinations and in countries which are not normally associated with tourism or which do not have developed tourist infrastructure.	Similarly to the case studies on the categories of child-sex offenders, the amount of time allotted to these can vary according to the context. If the trainer feels it appropriate to change the case study to another region or country, this can be done by resorting to the latest news published on the topic.

# Session 4

## The Legal Framework to Protect Children



It is an intolerable fact of life that many children around the world continue to live in poverty and suffer from neglect, health problems, abuse and exploitation. It must be emphasised that children are entitled to the same general human rights as adults; they are not the property of their parents or guardians, but individuals with rights. Unlike adults, children are also in need of special protection, owing to their vulnerability and needs. The Convention on the Rights of the Child (CRC), an international legally binding UN treaty, was created in 1989 to ensure that children are protected and their rights guaranteed so that they are free to develop to their full potential. Virtually all nations have ratified the CRC and have taken action at various levels to implement it within their national legal systems.

To counter the growing exploitation of children, two additional Optional Protocols to the CRC were launched in 2000:

- Optional Protocol to the Convention on the Rights of the Child on the involvement of children in armed conflict
- Optional Protocol to the Convention on the Rights of the Child on the sale of children, child prostitution and child pornography

According to UNICEF, approximately two million children<sup>6</sup>, mostly girls but also increasingly boys, are sexually exploited every year. The Optional Protocol on the sale of children, child prostitution and child pornography calls for governments to criminalise all activities connected to the issue of commercial sexual exploitation of children (CSEC), and to ensure the provision of appropriate care and protection for child victims.

At the national level, in order to protect children effectively from child-sex tourism and other forms of CSEC, strict laws and their effective enforcement are required, along with child-friendly legal procedures. Moreover, these laws must clearly reflect the standards and obligations arising from the CRC and the Optional Protocol on the sale of children, child prostitution and child pornography. This session aims to give participants an understanding of the relevant international legal instruments and national legislations relating to children's rights, and in particular the issue of commercial sexual exploitation of children, and child-sex tourism. Participants are encouraged to discuss the existing legal framework in their respective countries and what role they can play in using the law to combat child-sex tourism and CSEC.

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<sup>6</sup> UNICEF web site. Accessed on 14th October, 2008, at <[http://www.unicef.org/protection/index\\_csec.html](http://www.unicef.org/protection/index_csec.html)>.

# Session 4

## The Legal Framework to Protect Children

Time	Objectives	Materials
40 minutes	The purpose of Session 4 is to make participants understand the legal framework and emphasise that CST is a crime.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants




### Session Plan:

1. Using the slides and explanatory notes, present national, international and extraterritorial legislation against CST: *15 minutes*
2. The trainer should find which laws against sexual exploitation of children are in effect in the country where the training is taking place and present these briefly: *10 minutes*
3. Ask participants if their country is on the list of countries that have developed extraterritorial legislation: *10 minutes*
4. Present the case study contained in the slides. Ask participants if they know of any cases involving extraterritorial legislation in their country: *5 minutes*
5. Help participants making the connection to international human rights instruments and national laws covering child protection (children's acts; children's code; etc.).

### Handouts:

- List of laws against sexual exploitation of children which are in effect in the country of the training (compiled by trainer)
- List of countries which have developed extraterritorial legislation (Annex 8)

## Slides and Explanatory Notes

SLIDE 39	SLIDE 40	SLIDE 41
<p>Session 4</p> <p>The Legal Framework</p>  <small>Raising Awareness on Child Sex Tourism</small>	<p>The Legal Framework</p> <p>Not enough tourists and tourism companies are aware of the legal implications of Child Sex Tourism.</p> <p>Many tourists still think that CST is not against the law.</p>  <small>Raising Awareness on Child Sex Tourism</small>	<p>The International Legal Framework</p> <ul style="list-style-type: none"> <li>• Convention on the Rights of the Child</li> <li>• Optional Protocol on the Sale of Children</li> <li>• ILO Convention (no. 182) and Recommendations Concerning the Worst Forms of Child Labour</li> <li>• Optional Protocol Seeking to Prevent, Suppress, and Punish Trafficking in Persons, Especially Women and Children</li> </ul>  <small>Raising Awareness on Child Sex Tourism</small>

SLIDE 42

### The International Legal Framework

#### Convention on the Rights of the Child: Article 34

Protection from all forms of sexual exploitation and sexual abuse. [...] States Parties shall in particular take all appropriate national, bilateral and multilateral measures to prevent:

- The inducement or coercion of a child to engage in any unlawful sexual activity;
- The exploitative use of children in prostitution or other unlawful sexual practices;
- The exploitative use of children in pornographic performances and materials.



Raising Awareness on  
Child Sex Tourism

SLIDE 43

### The Domestic Legal Framework

- Domestic legislation can vary from country to country
- In every country, sexual exploitation of children by adults is against the law
- Also, there is extraterritorial legislation in many countries



Raising Awareness on  
Child Sex Tourism

SLIDE 44

### Case Study: A Belgian offender in Cambodia

In 2006, a Belgian national who had previously been convicted of sexual crimes against children in his native Belgium was convicted of child sex abuse in Cambodia. The man had been found naked in a Phnom Penh guesthouse with a 13 year-old boy whom he had been sexually abusing for two to three years in exchange for financial support to the boy's family. With a highest ever sentence of 15 years, this particular case of child sex tourism could have been tried in Belgium but was tried in Cambodia under the domestic debauchery law, thereby sending out the clear message that Cambodia is stepping up enforcement of its domestic legislation against sexual exploitation of children.



Raising Awareness on  
Child Sex Tourism

SLIDE 45

### Extraterritorial Legislation

There are currently 44 countries that have extraterritorial legislation to prosecute their nationals for sexual exploitation of a child in a foreign country

- |                |                 |                  |                    |
|----------------|-----------------|------------------|--------------------|
| 1. Algeria     | 15. France      | 29. New Zealand  | 43. United Kingdom |
| 2. Andorra     | 16. Germany     | 30. Norway       | 44. United States  |
| 3. Australia   | 17. Iceland     | 31. Portugal     |                    |
| 4. Austria     | 18. Indonesia   | 32. Singapore    |                    |
| 5. Belgium     | 19. Ireland     | 33. Slovenia     |                    |
| 6. Bulgaria    | 20. Italy       | 34. South Africa |                    |
| 7. Canada      | 21. Japan       | 35. Spain        |                    |
| 8. Chile       | 22. Kyrgyzstan  | 36. Sweden       |                    |
| 9. China       | 23. Laos        | 37. Sweden       |                    |
| 10. Costa Rica | 24. Luxembourg  | 38. Switzerland  |                    |
| 11. Cyprus     | 25. Mauritius   | 39. Taiwan       |                    |
| 12. Denmark    | 26. Mexico      | 40. Thailand     |                    |
| 13. Ethiopia   | 27. Morocco     | 41. Togo         |                    |
| 14. Finland    | 28. Netherlands | 42. Ukraine      |                    |



(\*) Addressing child trafficking only

Raising Awareness on  
Child Sex Tourism

SLIDE 46

### Case of Extraterritorial Legislation: Australia

#### Part I

In September 2007, Australia's Attorney-General Philip Ruddock told parliament that its fellow citizens play a large part in the overseas child sex industry. Mr Ruddock was introducing new measures that widen the reach of the law to deal with Australians involved in child sex tourism, which the United Nations has condemned as "one of the worst contemporary forms of slavery". Australian law already covers overseas Australians having sexual intercourse and acts of indecency with a child as well as inducing a child to have sex with another person. Mr Ruddock said that since these laws were introduced in 1994, there'd been more than 20 prosecutions and about 15 convictions. He said the new measures fill gaps by creating new grooming, procuring and preparatory offences. "These offences are essentially preventive in nature," Mr Ruddock said. "Their purpose is to give law-enforcement agencies and prosecutors the mandate to take action before any child is harmed. He said grooming included encouraging a child to believe they had a romantic interest in an adult or desensitising the child to the thought of sex with the adult."



Raising Awareness on  
Child Sex Tourism

SLIDE 47

### Case of Extraterritorial Legislation: Australia

#### Part II

Procuring covered encouraging, enticing, recruiting or inducing a child to have sex with an adult. Preparatory offences covered a wide range of behaviour that was part of planning sexual offences. This could involve making a hotel reservation in a well known child sex tourism destination, so long as this could be linked to an intention to commit an offence. Procuring a child would carry a penalty of 15 years jail and grooming 12 years. "Child sex tourism is a serious problem in many less developed countries," Mr Ruddock said. "Many of these countries lack effective laws or, where the laws are in place, the ability or willingness to enforce them. "Unfortunately, Australians play a large part in the child sex industry overseas, particularly in Asian and Pacific Island countries." He said the new measures would send a strong message to Australians contemplating such behaviour overseas (AAP news article).



Raising Awareness on  
Child Sex Tourism

Slides	Explanatory Notes	Pointers for Trainers
39-44	<p>The legal framework around the sexual exploitation of children is in fact quite strong. There are three sets of legislation which tourism professionals must be aware of. They are:</p> <ol style="list-style-type: none"><li>International conventions on sexual exploitation of children, notably the CRC and the Optional Protocol.</li><li>Legislation at the tourist destination which applies to the issue of sexual exploitation of children.</li><li>Extraterritorial legislation to prosecute nationals who have not been prosecuted in the country where the crime was committed.</li></ol>	<p>Participants are unlikely to have a strong understanding of the law, legal concepts or other procedures related to legislation, especially if it is legislation concerning children and sexual exploitation. It is therefore important to simplify what the legal situation of child-sex tourism is. Stress that CST, like all other manifestations of CSEC, is illegal under international conventions to which most countries of the world are signatory parties.</p> <p>These countries are called to transpose the principles of child-protection conventions into national law which can then be used to prosecute offenders.</p>

Slides	Explanatory Notes	Pointers for Trainers
45-47	<p>Each of these can be used to prosecute offenders, although usually the most effective and practical way is for the country in which the crime was committed to undertake any legal proceedings.</p> <p>Unfortunately, however, this is not always possible, owing to legal loopholes, corruption or the perpetrator having already left the country.</p> <p>Extraterritorial legislation is a strong supplementary tool to national legislation. The legal mechanisms and proceedings involved in the international co-operation needed for extraterritorial laws to be enforced have steadily improved over the years, and convictions have been secured in a number of countries.</p> <p>This legislation, however, is not immune to challenges and problems, notably the need – in most cases – for witnesses and evidence to travel to the tourist’s home country.</p> <p>This is very resource-intensive and often requires that police liaison officers are stationed in the countries of destination.</p>	<p>Thus, both destination and tourist-sending countries should be in a position to take legal action against child-sex tourists. Optional: if the trainer has provided a summary picture of national legislation against CSEC, a possible exercise can be to stimulate participants to identify gaps or possible improvements.</p> <p>The trainer should explain clearly what is understood by extraterritorial legislation, i.e. the main features of this kind of law (applicable to crimes committed abroad; ideally no need for the principle of double criminality; etc.), as the concept may not be obvious to all.</p> <p>Legislation evolves constantly, and for this reason the slide listing countries with extra-territorial legislation may not be entirely up-to-date.</p> <p>For the most recent information, please contact ECPAT International.</p>

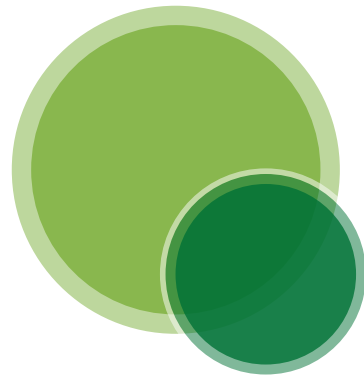
# ***Module II***

ENSURING CHILD PROTECTION



# SESSION 5

## The Unique Position of the Tourism Professional to Prevent CST



**A**t all levels of responsibility, tourism professionals are pivotal figures in making sure that their companies' clients enjoy their holiday in the best possible way. However, the pleasure that clients derive from their holiday should never entail harm or damage to the host community. This principle is being included in corporate social responsibility policies that are drafted and adopted not only by large tourism companies, but also increasingly by smaller businesses.

Among the types of harm that may be facilitated through tourism activities (and are clearly prohibited by law) is the sexual exploitation of children. With special reference to this crime against children's rights, the behaviour of the tourism professional can have an immediate and far-reaching impact on the life of a vulnerable child. For this reason, targeted training to provide suitable responses by tourism workers is all the more important.

This session aims to strengthen the self-assurance needed by a member of staff or by a manager in the tourism industry when confronted with a situation of possible exploitation. In addition to the common signs that should alert any operator to a potential incident of child-sex tourism (especially in places where this phenomenon is known to be fairly prevalent), specific knowledge about the right things to do and to say is an enormous boost to confidence. Such confidence, when combined with the awareness that your company and management are fully supportive of your actions (as set out in relevant corporate policy), may be the decisive element marking the difference between yet another occurrence of CST or protecting a child victim from exploitation.



# Session 5

## CST and the Unique Position of the Tourism Professional to Prevent CST

Time	Objectives	Materials
90 minutes	<ul style="list-style-type: none"><li>• To analyse the process of child-sex tourism and to identify the roles the tourism professional can play in preventing child sex tourism.</li><li>• The session also seeks how best to communicate the situation and dangers of child sex tourism in different tourism destinations.</li></ul>	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. If such a discussion has not already taken place, invite participants to share with the group experiences of observing or encountering child-sex tourism in the course of their work. Allow time for participants to explain courses of action taken or courses of action they feel should have been taken: *15 minutes*
2. Using the slides and explanatory notes, present the different stages of the tourism process in which child-sex tourism or a child-sex tourist might be observed. Ask for participant feedback on which information material most appeals to them and they feel would be effective: *20 minutes*
3. Share the information materials contained in the slides as well as information materials of the trainer's choice contained on the ECPAT International CD-ROM Awareness Materials for the Protection of Children from Sexual Exploitation in Tourism: *10 minutes*
4. Divide the participants into groups of 3-5, use the Video Spot Worksheet to make an evaluation of a video spot contained in the ECPAT CD-ROM Awareness Materials for the Protection of Children from Sexual Exploitation in Tourism<sup>7</sup> or another video spot of the trainer's choosing: *25 minutes*
5. As a larger group, ask the participants what they feel their responsibilities and duties are in terms of child-sex tourism. List these on the Our Responsibilities Activity Sheet: *20 minutes*

### Handouts:

- Video Spot Worksheet (Annex 9)
- Our Responsibilities Activity Sheet (Annex 10)

### Exercises:

- Video Spot evaluation in groups
- Defining responsibilities of the tourism professional in terms of CST

<sup>7</sup> ECPAT International, "Awareness Materials for the Protection of Children from Sexual Exploitation in Tourism", CD-ROM, 2007.

# Slides and Explanatory Notes

SLIDE 48

Session 5

**CST and the unique position of the tourism professional**




SLIDE 49

Offenders use tourism services

TOURISM SERVICES CAN FACILITATE SEXUAL EXPLOITATION OF CHILDREN UNLESS MECHANISMS ARE IN PLACE TO STOP IT FROM HAPPENING




SLIDE 50

Offenders use tourism services

Like any tourists before travel begins, offenders use the services of travel agents and tour operators (often online booking site). These can thus actively function as first-stage points of awareness-raising.




SLIDE 51

Brochures used with tour agents and tour operators




SLIDE 52

Tags used with tour agents and tour operators




SLIDE 53

Brochures on the Code of Conduct




SLIDE 54

Offenders use tourism services

Transportation services, such as airlines, buses, trains, taxis, and others, facilitate travel by ill-intentioned tourists.




SLIDE 55

Offenders use tourism services

Hotels, guesthouses, resorts, cruise ships, and other services involving accommodation are used as venues of exploitation.




SLIDE 56

Position of the Tourism Industry

The tourism industry is a unique position to:

- inform and raise awareness among the target groups
- proactively become part of the prevention system against child sex tourism
- protect the children of the tourist destination
- report on the issue to relevant authorities
- influence tourism policy-makers
- others...




Slides	Explanatory Notes	Pointers for Trainers
48		<p>The transition from Module I to Module II is a transition from a broad picture to a closer examination of the problem. With this session, participants are encouraged to start thinking about creating a policy for child protection (or improving an existing one) and its implementation.</p> <p>Having seen where, how and when child-sex tourism occurs in tourist destinations, the participants can now determine their roles in preventative actions.</p>

Slides	Explanatory Notes	Pointers for Trainers
49	<p>The first and most important premise of working against child-sex tourism is that it will probably occur sooner or later in any given tourism destination, if there are not mechanisms in place to ensure that it will not take place. Any company that comes into contact with tourists is also likely to come into contact with child-sex tourism, whether they are running a high-end tourism operation or a small tourism enterprise. The question is whether the travel company responds to the situation in a way that is appropriate and consistent with the principles of responsible tourism and child rights.</p>	<p>Participants can be invited to share experiences of encountering child-sex tourists or observing the problem and what action was taken or felt should have been taken. Sharing this will set the tone for discussing the possible points of contact between tourism professional, NGO worker and child-sex tourist.</p>
50-53	<p>Point of contact: travel planning/travel agency. Often, the first point of contact between a tourist who is seeking to have sex with a child and a travel company is in the tourist's home country. This can occur at a travel agent's business or through a tour operator. As such, a travel agent or tour operator is also the first stage of awareness-raising and can offer information to customers on the issue of child protection. Most of the work that has been conducted between NGOs and travel companies on the issue of CST has been with tour operators. A number of examples are provided here. What is important to consider when developing information material is:</p> <ul style="list-style-type: none"> <li>• What will most efficiently inform the tourist that CST is wrong and against the law?</li> <li>• Will normal tourists feel more comfortable talking about or reporting the issue?</li> <li>• What kind of material would adequately and firmly convey the company's position against the issue?</li> </ul>	<p>The trainer is alerted to the fact that at this point questions could arise as to what kind of reporting could be expected of participants and mainstream tourists witnessing suspicious behaviour. These topics are addressed in Session 7.</p> <p>In this section, the trainer should spend more time discussing the point of contact between tourism professional and tourist according to the type of participants present. If the majority of the participants are staff members of a travel agency in a tourist-sending country, then more time should be spent on the slide which discusses contact between travel agencies and tourists.</p> <p>Graphics on slides 50-52 present information materials created to educate tourists about CST. If participants do not mention these types of material, the trainer should emphasise the benefits of using them.</p>

Slides	Explanatory Notes	Pointers for Trainers
54	<p>Point-of contact: during transport. It is important to continue the flow of information throughout the course of the holiday/travel. Clear anti-CST messages can be strategically conveyed during transport, e.g. airlines, trains, taxis, ferries, etc.</p> <p>As it has often been noted, child-sex tourism sometimes occurs as a result of the tourist being away from his or her normal environment and away from the usual set of moral constraints. It is important to do so without this sounding accusatory towards all passengers. NGOs and companies need to plan how to strike a balance between reaching those who might be susceptible to becoming situational child-sex tourists and being informative but not intrusive to those who are not. The advantage of conveying such a message during travel is being able to reach as large an audience as possible as efficiently as possible.</p>	<p>The types of information materials that are most common for awareness-raising at this stage of the travel process are banners, posters, leaflets, in-flight videos or public service announcements. The trainer can screen several of these videos as sample awareness-raising materials. There can then be a general discussion about which types of material are likely to be more effective.</p> <p>If time permits and participants show special interest, the discussion could specifically focus on videos, and the trainer can use the Video Spot Worksheet (contained in the Supplementary Work section) to direct the group towards closer analysis. Another possible activity is to have a simple debate. Divide the group into two sub-groups and have each find the positive and negative points of the two different styles of advertising.</p>
55	<p>Point of contact: Accommodation. Informing the tourist of child-protection policies and the company stance on child-sex tourism is of tremendous importance when it comes to accommodation venues. This is for several reasons: first, it reinforces the importance that the local culture and local economic situation at a tourism destination cannot and should not be used to justify sexual contact with children (as is often done by child-sex tourists). Second, the accommodation venue is a place where the child-sex tourist is likely to attempt to sexually exploit a child. As a venue of exploitation, the company/hotel would be directly involved in an illegal activity and held accountable to a crime against children in a much closer way than other tourism companies/services. Finally, a clear policy signals to other guests that the hotel is a responsible business establishment, that sexual exploitation of children is illegal</p>	<p>Examining information materials for this sector is very important as it is the most relevant sector to the issue. Accommodation venues are often where actual exploitation takes place, where abuse may be recorded, where offenders stay and can be located by authorities. Thus, it is important that all tourism professionals and NGOs working against this issue discuss and input how materials or even action programmes within this sector can supplement or complement their own work.</p>

Slides	Explanatory Notes	Pointers for Trainers
56	<p>and that guests will be supported and encouraged to report suspicions of child-sex tourism.</p> <p>It must be stressed again that tourism professionals are in a key position to make a difference in the fight against child-sex tourism.</p> <p>It is important that the message of this last slide is conveyed effectively and participants become fully aware of the significance of their role in this respect.</p>	<p>Participants can be asked to speak about their role/vantage point/position in combating child-sex tourism and if they feel that they are in a position to address the problem.</p> <p>The trainer should be aware, however, that some participants may feel it is not their responsibility or within their ability to combat CST. A possible response could be by combating CST, they are protecting children, by extension the tourism destination, and – in the long run – the company's best interest. Any action, however, small, can help save children.</p>

# SESSION 6

## Developing and Enforcing Child-Protection Policies and Procedures within a Company



**H**otels and other types of companies in the tourism sector are in a good position to judge whether their businesses are being used by potential child-sex offenders. Reception staff at hotels, bar staff at pubs and discos, taxi-drivers in the street: all of them can easily be approached with more or less discreet questions about where young boys and girls can be found or be witness to a potential case of sexual exploitation. Regardless of individual staff members' position on child exploitation, if a company has not stated a clear policy on the issue, its personnel will tend to avoid making the client unhappy by, at a minimum, turning a blind eye.

At this very early point of contact, the existence of a clear corporate policy for the rejection of the sexual exploitation of children can make a real difference. Through such a policy, the company sends out an unambiguous signal of its refusal to be an accessory, however indirect, in the exploitation of children. In addition, the company gains the respect that it is an active player in upholding children's rights, safe in the knowledge that no clients will be lost because of this social initiative. For all the staff involved, a corporate policy of this type is an empowering tool that reassures them that any steps taken in line with the policy will enjoy the support of their managers and supervisors, thus dispelling the concern that their jobs might be at stake if they challenge a client who then lodges a complaint or makes a scene.

The empowerment of staff at all levels also results in direct practical benefits. The drafting of a corporate anti-CST policy institutionalises the responses that a tourism enterprise (through its employees) is able to provide to attempted cases of child-sex tourism. Thanks to the implementation of a suitable protocol and to the provision of training for staff, the company can more effectively respond to any suspected cases, plan for the involvement – if needed – of law enforcement, and ensure that its personnel have the confidence to communicate any refusal in a professional manner.

# Session 6

## Developing and Enforcing Child-Protection Policies and Procedures within a Company

Time	Objectives	Materials
100 minutes	To define a company or organisation's position and to enable participants to react in an appropriate and efficient manner.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Divide participants into groups of three to five. As per the exercise Policy Session, have participants develop a policy that states their company's repudiation of child-sex tourism: *45 minutes*
2. As a group and using the flip chart, highlight/distil the strengths of each policy and produce a group policy: *30 minutes*
3. Present the need for a clearly articulated policy and discuss how best to implement the policy and procedure within the company. List challenges, ideas, recommendations and suggestions for implementation and overcoming challenges: *25 minutes*

### Handouts:

- Policy Session Worksheet (Annex 11)
- As an additional example, the trainer may also refer to Annex 14 (Session 8)

### Exercises:



- Policy Session Exercise

# Slides and Explanatory Notes

SLIDE 57


Session 6

Developing and enforcing child protection within a company






SLIDE 58

Developing a Child Protection Policy and Procedure




- Draft text reflecting the company's or organisation's stance on the issue of child sex tourism
- Circulate the policy to all staff members
- Distribute the policy and make the policy known to suppliers and business partners



SLIDE 59

Developing a Child Protection Policy and Procedure




Example:

Sun Travel Tours believes tourists who use tourism facilities to gain sexual contact with children are committing a grave violation of children's rights. Child sex tourism runs counter both to human rights and the values of tourism. Sun Travel Tours is fully against sexual exploitation of children in tourism and refuses to conduct business with any person or company who is engaged or associated with this type of exploitation.






SLIDE 60

Developing a Child Protection Policy and Procedure



- A clear and easy-to-follow protocol to used if the company comes into contact with either a child sex offender or a potential child victim
- Those members of staff who come into contact with tourists should conduct simulation/role-play exercises to practice responding to situations of exploitation

SLIDE 61



Implementing a Child Protection Policy and Procedure

Steps to follow if staff suspect sexual abuse or exploitation of a child

- If hotel staff believe that a child is being abused or exploited on the premises of the hotel, staff should first alert the local police as the situation is an emergency
- If the suspected offender and child have tried unsuccessfully to secure a room in the hotel or have stayed in the hotel and already left the hotel premises, the staff should still alert local police of what are their suspicion
- Whether reporting to local police or to a local child rights organisation it is also important to pass this information on to the embassy of the suspected national

When Reporting





- Details such as name, nationality, passport number, etc., of the suspected offender are important to give to local or international law enforcement

SLIDE 62

Developing a Child Protection Policy and Procedure

The vast majority of tourists prefer to travel with a company that takes this issue seriously and is not seen to be facilitating an illegal activity.

SLIDE 63



Developing a Child Protection Policy and Procedure

What do other tourists think?

- In Europe, 84% of people believe the European Union needs to get involved in the fight against child sex tourism.

Awareness campaigns

- Belief in the effectiveness of such awareness or information campaigns is more common in Italy and Sweden (64%). Among those who find them quite effective, Sweden and Italy stand out (52% and 50% respectively).

Slides	Explanatory Notes	Pointers for Trainers
57-59	The first step in combating child-sex tourism, whether within a company or within an organisation is to develop a clear and simple policy on the issue and make certain that this policy is clearly communicated to all staff members. The importance of this action should not be underestimated. Having such a policy institutionalises the initiative to protect children from commercial sexual exploitation. In an industry that is very service-oriented, it is essential that tourism professionals are	<p><b>Exercise:</b> (Policy Session)</p> <p>In groups of 3 to 5, have participants develop text for a possible policy against CST. Once this is done, the participants examine each of the proposed policies and decide which one is the most appropriate. Or, if more appropriate, elements of each proposed policy can be selected for a composite policy.</p>



Slides	Explanatory Notes	Pointers for Trainers
60-61	<p>clear that their companies do not stand to lose clients or, conversely, that they will not lose their jobs if they take responsible action against the suspected case. Similarly, organisations working on children's issues need to know that they will be well-received by tourism authorities if they seek to start action against CST or seek to co-ordinate with tourism authorities on the issue. The role of the management and owners of tourism businesses is crucial, as their decision to combat commercial sexual exploitation of children is critical.</p> <p>Having a policy in place should be followed by the development of a clear protocol for handling situations in which staff members encounter child-sex tourism. This can mean situations at one of the three 'points of contact' as identified in Session 5: planning/agency; during transport; at accommodation. It can be a customer who asks a tour operator to secure travel to a place where "it's easy to have fun with the young locals" or it can be someone bragging to a flight attendant on a plane about how many young girls he is going to have sex with, or it can be a tourist trying to get a room for the night in a hotel with a minor who is not related to him or her. It is important that in each case the tourism professional, or even another tourist, knows how to convey company policy, as well as the illegality of child-sex tourism.</p>	<p>The strength of this exercise is twofold. First, it results in a draft policy, which can be presented to someone within the company to approve and circulate. Second, it fosters a sense of ownership in terms of the company's position on the issue. If staff members feel that they have actively contributed to a policy of the company, they will feel that much more ownership towards it and responsibility in enforcing it.</p> <p>The trainer should point out that if a tourism company has no proper procedure in place, then members of staff who encounter possible cases of child-sex tourism are unlikely to be equipped with the knowledge and the self-assurance needed to undertake the necessary actions. When there are policies and procedures in place, staff are confident that they are acting in accordance with company policy and will not have to fear consequences from management.</p> <p>Contact details of the police should be readily available to all staff for any situation in which reporting is called for. Managers/supervisors should be alerted as soon as possible when any emergency of this kind arises.</p>

Slides	Explanatory Notes	Pointers for Trainers
	<p>Whether it is a receptionist or a travel agent, if the tourism professional suspects that the tourist in front of him or her intends to sexually exploit children, the management of the company should be alerted to the situation. If a child is on the premises (this is more likely in a hotel), then it is all the more important that the tourism professional take immediate action and alert local authorities. The steps to be taken are listed here but they can be adapted to the structure and context of the company.</p> <p>Having such a procedure is an advantage for several reasons. Nearly all working people, whether tourism professionals or not, prefer to know what steps they should take if faced with a situation as disturbing as child sexual exploitation, even if these steps are simply to transfer information and engage the responsibility of local authorities. The next session of the manual will deal directly with reporting and use role plays as training tools.</p>	<p>If, for any reason, it is not possible or safe to speak with the police, contact should be made with a local ECPAT group or local child rights organisation.</p> <p>If speaking to an embassy, staff should ask if there is an embassy Police Liaison Officer before giving this information.</p> <p>In addition to the offender's details, it is equally important that any information regarding the child involved and the relevant events are passed on to the police as accurately as possible.</p>
62-63	<p>The vast majority of tourists are against sexual exploitation of children. Most tourists, given the choice, would prefer to avoid places affected by CST, or to stay with a company that has a child-protection policy in place. Whether this means being a signatory to the Child-Protection Code or being engaged in combating CST in some other way, a company is likely to get the approval of the majority of customers if they develop and implement a child-protection policy. Research and surveys conducted on this issue has confirmed this approval.</p>	<p>A study of Europeans and their attitudes towards child-sex tourism revealed that 94% of them believe that CST is not morally acceptable. The same study reported that over half (54%) of the EU population would not go on holiday to places where child-sex tourism occurs. (INRA Europe, <i>Europeans and Their Views on Child-sex Tourism</i>, 1998)</p>

# SESSION 7

## How to Identify a Possible Case of CST



**T**his session focuses on the elements necessary to identify and report a possible case of child-sex tourism, by examining the clues and signs that generally accompany a real case of exploitation. The session then goes deeper into the characteristic traits of various types of exploitation and the duty for tourism personnel to report them according to an agreed protocol. Special emphasis is laid on what elements should be collected in order to make a report useful for subsequent investigations and the authorities to which a report should be made.

Lastly, the section provides role plays as a learning tool to prevent cases of child-sex tourism.

# Session 7

## How to Identify a Possible Case of CST

Time	Objectives	Materials
105 minutes	To identify the characteristic traits of child sexual exploitation so that participants know who and what to report.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Before showing the slides, have participants collectively brainstorm about what they think are signs of CST taking place: *10 minutes*
2. Using the first slide, present the information pertaining to signs or indications of CST: *10 minutes*
3. Explain carefully the slides that follow and make sure to point out that the information is also contained in the ECPAT International CST FAQs<sup>8</sup>: *15 minutes*
4. Before showing slide 69, have participants to write down what information they might come across in the course of their jobs that is relevant to details to be included in a report: *10 minutes*
5. Have participants act out role-plays of possible CST situations and how they would report: *60 minutes*

### Handouts:

- Tourism Venue Role-Play worksheets (Annex 12.0 - 12.4)
- Sample reporting template (Annex 13)

### Exercises:

- Group discussion on the type of information participants might report to authorities
- Role-play Exercises (as presented in the slides)

<sup>8</sup> ECPAT International, "Combating Child-Sex Tourism: Questions & Answers", 2008 (available for download at <http://www.ecpat.net>).

# Slides and Explanatory Notes

SLIDE 64

Session 7

## What to look out for




SLIDE 65

## What to Look Out for

- Talking with vulnerable children regularly (street children, working children)
- Alone with child
- Giving money/gifts/food to families or children
- Saying how much he or she loves children
- Inquiring about situation of children




SLIDE 66

## Who to Report

### A Tourist Trying to Buy a Child for Sexual Exploitation

A tourist who approaches locals, hotel staff, other tourism professionals, or even other tourists asking where he or she can pay for sex with young children should be reported to the authorities. Such a tourist might be seen walking into a brothel, club, or massage parlor known for selling sex with minors.




SLIDE 67

## Who to Report

### A Tourist Sexually Abusing a Child

This includes an adult touching a child in an inappropriate manner, or forcing the child to touch the tourist inappropriately. It can also be a tourist engaging in non-contact sexual abuse, such as exposing him or herself to a child, asking a child to undress, forcing a child to touch another, photographing a child).




SLIDE 68

## Who to Report

### A Person Selling a Child

This might be someone in a bar, hotel, club or even brothel who is asking tourists if they would like to have sex with a minor. Often, it is go-betweens working in the tourism industry (taxi-drivers, waiters, etc.) who propose sex with children to tourists. Such a person might suggest tourists visit a red-light district and meet young girls or boys.




SLIDE 69

## Who to Report

### A hotel or travel company allowing exploitation of children

If hotel staff do not check the age of boys and girls who enter a hotel with a guest and who are clearly not family relations, the hotel may be facilitating child sex tourism and should be reported. Similarly, if hotel staff approach guests with offers of sex with minors, they and the hotel should be reported. It can also happen that a tour operator, tour guide or other travel company (trekking, adventure tourism, cruises) might bring tourists to places where they can have free access to children. Such companies are engaging in child sex tourism and should be reported to local or international authorities.




SLIDE 70

## What to report?

Details:

- Name
- Date(s) and location of abuse
- Where person resides
- Description of child/name of child, if possible

If a foreigner, additional information needed:

- Country of origin
- Where person is staying
- Passport number, friends, associates and all other details possible




SLIDE 71

## To whom should you report?

- Local Police
- Local NGO working with children
- An Embassy, if the offender is a foreigner
- Reporting hotlines, such as:

[protect@cpat.net](mailto:protect@cpat.net)




SLIDE 72

## Simulation and Role-Play

**Scenario 1**  
**Setting: Hotel**  
You are the front-desk receptionist on shift at night. One night, a regular guest of the hotel, Mr. Donz comes over to start a small conversation with you, asking how the GM is doing. After a few minutes of chit-chatting, he leaves. A few hours later, you see him bringing a young girl with him into the hotel. You have never seen Mr. Donz with this girl before and, from your best knowledge, do not think he had a daughter. You talk to your co-worker about it and she thinks saying something will anger the GM. How would you respond to this situation? What would you say to him? What would you do?

**Recommended Answers:**

- To the co-worker, try to explain that it is company policy to protect children. Go get a supervisor if it helps
- To Mr. Donz, ask him very politely about the child and try to get information from the child too if possible
- Check for the child's identification
- If the child is under 18 years, they cannot enter the hotel without parents' permission!
- TRUST your instinct/judgment/intuition: if something is wrong, follow the reporting procedure




SLIDE 73

## Simulation and Role-Play

**Scenario 2**  
**Setting: Travel Agency**  
Mr. Orny is in charge of keeping his business colleagues entertained while they visit. He comes to you for recommendation on where to take his colleagues in the nearby beach town. You begin to recommend restaurants, famous sights, and night markets. Then, Mr. Orny asks about the "entertainment red-light" areas and asks for your recommendations for places with young girls. How would you respond to him? What would you say to him? What would you do?

**Recommended Answers:**

- Explain to Mr. Orny that it is illegal under the domestic law to engage in sexual relations with anyone under 18 and that it is against company policy to advise him where to go
- Anyway, the travel agent should refrain from pointing Mr. Orny to red-light-district establishments, because prostitution – even when legalised – has been shown to facilitate trafficking and exploitation of women and children.




SLIDE 74

## Simulation and Role-Play

**Scenario 3**  
**Setting: Hotel**  
You are part of the housekeeping team and one day while cleaning a room, you see a Western foreigner and a local boy walking together in the hallway. The boy is very quiet and keeps his head down as they continue to walk past you. You get the feeling that something is wrong but do not have any clear evidence and indication that abuse may occur. How would you react to this situation? What would you do?

**Recommended Answers:**

- Attempt to talk to the guest to gain information; ask for ID and try to talk to the child – trust your instinct
- If there is no chance for conversation, try to collect as much data as possible: room number and physical description
- Contact your supervisor and discuss the situation: if abuse is suspected, follow the reporting procedure




SLIDE 75

## Simulation and Role-Play

**Scenario 4**  
**Setting: Tourist site**  
You are a tour guide taking a small group of tourists hiking through a scenic historical site. You noticed that one of your tourists, Mr. Lee, keeps approaching the children that sell souvenirs and trinkets along the route. He seems very friendly and eager to befriend them. You see him talking to the children, taking pictures, learning their names and buying their goods. How would you react to this situation? What would you do?

**Recommended Answers:**

- You can indirectly inform Mr. Lee by telling the whole hiking group about how your company is enforcing the concept of corporate social responsibility by joining the Code of Conduct and promoting awareness about child sex tourism. Also mention that it is a criminal offence and any sexual exploitation of children is illegal.
- You may also want to talk to the street children, to warn them about strangers that seem too nice and offer money in exchange for possible abuse.




SLIDE 76

## Tips!

- Be polite but firm in your words and body language.
- Explain the company's policy in simple terms.
- Keep referring to the policy if there is disagreement. If necessary, show the guest where it is written.
- Remember that you are doing the right thing!
- Do not be scared or nervous when asking questions or for ID. It is normal procedure.





Slides	Explanatory Notes	Pointers for Trainers
64-65	After the brainstorming, it is important to review exactly how to identify CST situations.	<p>During this exercise, a frequent question is bound to be about how to be certain that a situation is in fact a case of commercial sexual exploitation.</p> <p>The trainer should emphasise the need for awareness and the personal commitment for tourism professionals to report if a suspected case should occur. Failure to act may result in a child being victimised and abused. Prevention is the best policy.</p>
66-69	These slides focus on the different types of offenders, including tourists, middlemen and businesses that facilitate the occurrence of CST.	<p>It is a common belief that only tourists exploit children in CST. However, the role of other actors who procure children for exploitation should not be overlooked.</p> <p><b>Exercise:</b></p> <p>Before showing slide 70, ask participants to write down the type of information they might come across in the course of their jobs that can be helpful with reporting. If participants find this difficult, hand out the sample template prepared in advance. The information contained in the report should be as detailed as possible, with reference to the offender, the victim, the location and what type of abuse took place.</p>
70-71	<p>These two slides focus on what type of data is required for reporting and who should receive the report.</p> <p>When it comes to the party receiving the report, local child-protection NGOs and child-welfare agencies should also be contacted to ensure protection for the victims. In the case that contacting the police or a local NGO is not possible, ECPAT International (protect@ecpat.net) can be contacted. Emphasise again that the tourism professional is not a police investigator but is responsible for contacting or reporting to the police.</p>	<p>In the specific case where the offender is a foreigner, it is essential that his/her nationality is identified.</p> <p>Special care and effort are required in the case of local offenders, who are grossly underreported as it is more difficult to identify them.</p>
72-75	In addition, tourism employees must politely explain to the guest the reasons for the child protection policies and for inquiring about the guest. It should be done in a respectful manner to avoid offending the guest. It is also possible for the group to discuss other scenarios, such as cases of legitimate adoption or distant relatives.	

Slides	Explanatory Notes	Pointers for Trainers
	<p>There is no perfect way to prepare for a situation in which one is confronted with child-sex tourism. However, conducting several role plays can help staff feel more comfortable with intervening. Four role play situations are found on the slides.</p> <p>In both cases, the trainer needs to give the participants a certain amount of flexibility in how they carry out the role-play as they bring new elements into the scenario which the trainer, as someone who may be from outside the destination, may be unfamiliar with. Also, if the participants are encouraged to be creative and use dialogues, gestures or mimes which they have developed or improvised themselves, they are more likely to enjoy the exercise.</p> <p>At the end of the role-play, let the participants make suggestions on how the situation may be best handled. It is in this way that they can make recommendations that are adapted to the structure and dynamics of their company or organisation. Once these have been made, the trainer can also suggest additional recommendations or guidelines on how such situations are best handled.</p>	<p><b>Exercise:</b> Role-Play</p> <p>There are two separate ways in which you can use the role-play exercises:</p> <ol style="list-style-type: none"> <li>1. The role-plays are acted out and then followed by a group discussion in which recommendations are made as to how to intervene.</li> <li>2. An in-depth role-play is acted out with written exercises for the observers. Please see the Annexes for more details and for the sheets to be used by the participants.</li> </ol> <p>(a) Tourism Venue Role-Play: this activity found in the Annexes allows participants to analyse more in depth the various players' viewpoints during a possible case of CST. More specific instructions are to be found on the first page of the handout.</p> <p>(b) Slides 72 to 75 contain recommended answers to each role-play that can be kept hidden until the slide is clicked a second time.</p> <p>In all four cases, the trainer should emphasise the need to have an anti-CST policy and a reporting procedure in place.</p>
76	<p>There are some useful tips to improve communication in these situations. The main one is to speak politely but firmly. This is the best way to handle a situation in which someone is seeking to engage in an illegal activity. Situations of this kind which have arisen in tourism settings have been resolved with a courteous but assured attitude on the part of the intervening professional.</p>	<p>Sometimes, taking action against CST becomes a personal judgement call by the staff. There may be no set way to determine if a tourist is committing CST. Careful analysis of the situation, and the observer's instinct, are often the only tools that can be resorted to.</p> <p>The purpose of taking action is to protect a child from a devastating experience likely to leave its mark for a lifetime. In practice, offenders tend to act angry once they are detected, and often demand to complain with the management. In such</p>

Slides	Explanatory Notes	Pointers for Trainers
		<p>cases, the hotel management needs to support their staff and uphold their hotel policy.</p> <p>Unjustly suspected tourists may be upset and shocked. Also, guests confronted with a firm anti-CST procedure (e.g. checking of IDs, etc.) may feel insulted and complain. In these circumstances, an apology for the misunderstanding and a clear explanation that this is part of the company's procedure to protect children should be enough to gain the client's understanding and willingness to overlook this minor inconvenience in favour of the protection of children.</p>



# ***Module III***

WHAT YOU CAN DO TO COMBAT CST



# SESSION 8

## The Child-Protection Code: What is it?



**A**mong the various actions taken to combat the problem of child-sex tourism, an initiative stands out that involves the active participation of the tourism industry. The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism is an initiative led by the tourism private sector to promote responsible tourism and protect children from sexual exploitation. Created in 1998 by Swedish tour operators and ECPAT Sweden, the Child-Protection Code differs from the majority of anti-child-sex tourism efforts such as awareness-raising and sensitisation, as it is not just a campaign but an actual tool with well-defined procedures for action.

As of late 2007, there were approximately 600 members signed up to the Code in 26 countries in Europe, Asia, Africa and the Americas. In the last ten years, the Child-Protection Code has become one of the leading tools for combating child-sex tourism because it is practical and easily implemented. Most importantly, the criteria constituting the Code are strategically devised to counter child-sex tourism within the private sector. Thus, by committing to the criteria, member companies are proactively working to combat child-sex tourism. For instance, the criteria require – among other things – the training of staff, the provision of information to tourists, and co-operation with local authorities and child-protection agencies. In a way, the Code creates a network and mechanism to combat this issue with the lead taken by the tourism private sector. This session aims to introduce the participants to the Child-Protection Code.

# Session 8

## The Child-Protection Code: What is it?

Time	Objectives	Materials
70-85 minutes	To become familiar with the Child-Protection Code and its requirements	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Brainstorm about the type of tools that the tourism industry can use to prevent CST actively. Briefly highlight which of these rely most on internal dynamics or external mechanisms: *15 minutes (Optional)*
2. Conduct an introduction on the Child-Protection Code, a valuable instrument created to protect children from sexual exploitation in tourism: *10 minutes*
3. Briefly describe the six criteria making up the Code and then focus on the first, thus laying the ground for an exercise requiring participants to draft a corporate ethical policy: *20 minutes*
4. Before tackling criteria three and four, have the participants identify significant external partners/suppliers of the tourist industry that need to be involved in observing the Code. After going through the two criteria, ask participants (divided into groups) to design awareness-raising materials to be then presented to a fictitious tourist as an additional exercise: *20 minutes*
5. Review the last two criteria and ensure participants are familiar with the Code reporting forms: *20 minutes*

### Handouts:

- Sample policy and procedure for Code signatory (Annex 14)
- Code Implementation Reporting Form: long version (Annex 15)
- Code Implementation Reporting Form: short version (Annex 16)

### Exercises:



- Role play 'Industry-meets-tourist' on materials developed against CST

# Slides and Explanatory Notes

SLIDE 77

Session 8


The Child-Protection Code:  
What is it?

SLIDE 78

The Child-Protection Code

**The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**


SLIDE 79

The Child-Protection Code


- Developed as a project to engage the tourism private sector in preventing and combating sexual exploitation of children in tourism.
- Initiated in 1998 by ECPAT Sweden and Nordic tour operators, with the support of the United Nations World Tourism Organisation.
- Nearly 1000 companies in 36 countries are currently signatories to the Code (2010).




SLIDE 80

The Child-Protection Code

- To establish an ethical policy regarding commercial sexual exploitation of children.
- To train the personnel in the country of origin and travel destinations.
- To introduce a clause in contracts with suppliers, stating the common repudiation of commercial sexual exploitation of children.
- To provide information to customers (travellers) by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
- To provide information to local "key persons" at the destinations.
- To report annually.

SLIDE 81

The Child-Protection Code

**Criterion 1: Establishment of an ethical policy regarding commercial sexual exploitation of children**

The signatory company adopts a corporate policy against commercial sexual exploitation of children. The company informs all its employees about the Child-Protection Code. The introduction of such a policy is due within a year after the signature of the Code.

**Criterion 2: Training of employees in the country of origin and the travel destination**

The personnel of the signatory company, regardless of level of responsibility, have to be informed and trained on the Child-Protection Code. As part of the service quality system, employees must receive regular training.






SLIDE 82

Policy sample

Our Company condemns the sexual exploitation of children in travel and tourism.

We will train our staff and partners to ensure that they know what to do if they suspect such exploitation in the course of their work.

SLIDE 83

The Child-Protection Code

**Criterion 3: Introduction of a clause in contracts with service providers/suppliers stating a common repudiation of commercial sexual exploitation of children**

The clause stipulates that a contract with a supplier will be cancelled in the case that the supplier does not meet the commitments regarding the repudiation of commercial sexual exploitation of children in its activities or on its premises.

**Criterion 4: Provision of information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.**

The signatory company commits to inform the customer about CST and the company policy on CST. The company also provides the customer with a channel to report cases of commercial sexual exploitation of children.




SLIDE 84

Contract clause sample

We ask our business partners through our contracts (terms and conditions) that:

- No child prostitution be allowed or tolerated at the supplier's facilities
- Any suspicious behaviour from guests be reported to the relevant local authorities




SLIDE 85


The Child-Protection Code

**Criterion 5: Information provision on the Code and the company's policy in this regard to "local key persons" at the destinations**

Key persons include individuals who have contact with customers (e.g. restaurant and bar owners, taxi drivers) as well as persons having an influence in the community (e.g. decision makers, the local Code representative, child rights organisations). They are also people who have influence on the lives of children in the destination (social services or law enforcement).

**Criterion 6: Annual reporting on the level of implementation of the Code for the protection of children from sexual exploitation in travel and tourism**

The annual report allows the signatory company to take stock of the efforts made and results achieved.




Slides	Explanatory Notes	Pointers for Trainers
77	Start the session with a brief group activity.	<p><b>Activity:</b></p> <p>When brainstorming about the type of tools available to the tourist industry, it is useful to present the solutions to CST as "internal" and "external". Both companies and organisations seem comfortable structuring their response in terms of external and internal measures since, often, they themselves are structured in a similar fashion (some individuals are in charge of internal HR issues, while others are in charge of external or public relations).</p>

Slides	Explanatory Notes	Pointers for Trainers
78-79	<p>The Child-Protection Code is a valuable tool for protecting children from sex tourism. Although the full title is the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, it is known simply as the Child-Protection Code. As an organisation, it is also known as The Code Organisation.</p> <p>Essentially, the Child-Protection Code is a child-protection programme for the tourism industry. It was developed in 1998 by ECPAT Sweden in collaboration with several Scandinavian tour operators and with support by the UNWTO. It began as a project implemented primarily by ECPAT European groups (five initially, plus respect Austria, which, at the time, was not affiliated to the ECPAT network) and grew rapidly. Shortly after its inception and implementation in European tourist-sending countries, ECPAT groups and organisations in tourist-receiving countries also began implementing the Code. The Code was adopted in various destinations of South and South-East Asia and was particularly popular at destinations in Latin America. Since then, the Code has expanded considerably, evolving from a project into a full-fledged organisation with implementation partners around the world, a membership and governance structure, central coordination Secretariat, and financing system.</p>	<p>Solutions to CST are internal in the sense that they apply to the 'internal' operations of an organisation or company. They are external in the sense that they apply to operations that involve working with outside agencies or partners, or communicating or reaching out to the public.</p> <p>Presenting, explaining, and analysing the strengths of the Code of Conduct will depend entirely on the type of participants that the trainer is training.</p> <ul style="list-style-type: none"> <li>• If the training session is for an organisation (ECPAT group or other Local Code Representative) or a tourism authority that is beginning work on the Code, it will be necessary to explain carefully each criterion of the Child-Protection Code as well as the Code application, signing and monitoring process. Emphasise what each criterion achieves (see explanatory notes) and the purpose of having multiple steps in the application process.</li> <li>• If the training session is being done with a company which has already signed the Code and is familiar with the six criteria, the trainer should conduct a rapid review of the six criteria and, if necessary, present the reporting form.</li> </ul> <p>If the participants have received training on the Code before, it may be possible to skip this section entirely. The trainer should find out beforehand which participants are aware of the Code, its structure and its implementation system.</p>

Slides	Explanatory Notes	Pointers for Trainers
80	As of 2007, there were nearly 600 companies in 23 countries who had signed the Child-Protection Code.	
81-82	<p>The Code consists of six simple criteria.</p> <p>The first criterion is the development of an ethical policy regarding the commercial sexual exploitation of children, such as the one developed by participants in Module II (session 6). While it may seem a benign task, it is in fact a crucial step that signals to staff that the company is serious about having a corporate social policy and that this policy (and company) will support them if they encounter a customer who is trying to use the facilities of the company to sexual exploit a child.</p> <p>The second criterion, to train company personnel in countries of origin and destination on the issue of CST, ensures that staff members have the knowledge to be able to inform customers about the laws in effect against CSEC as well as the company policy. It seeks to empower staff members to successfully respond to situations in which a child may be exploited sexually. Ideally, staff should receive an initial training and receive refresher training after that. Staff members from all levels of the company should receive training, from top management and front-desk staff to back-office staff.</p>	<p>Show samples of ethical policies, which have been developed in the past. While there are a few that are available in the Code of Conduct Overview and Example Booklet (to be found on the ECPAT CD-ROM on Awareness Materials on CST), there are also others that are available through the Code Child-Protection Code Secretariat.</p> <p>The second criterion is fulfilled when delivering the training content of this manual.</p>
83-84	<p>While the first two criteria relate to internal structure and policies of the company, the third externalises the policy by making the repudiation of child-sex tourism a condition of the company's business with its contractual partners.</p> <p>If a partner is found to be in any way allowing or facilitating sexual exploitation of children, the contract will be annulled.</p>	<p>The third criterion can be explained and conveyed in a manner similar to the first criterion. Sample contractual agreements can be shown for this purpose.</p> <p>A short discussion may be carried out on who are the most relevant partners of different companies in combating CST in its manifestations at a given destination.</p>

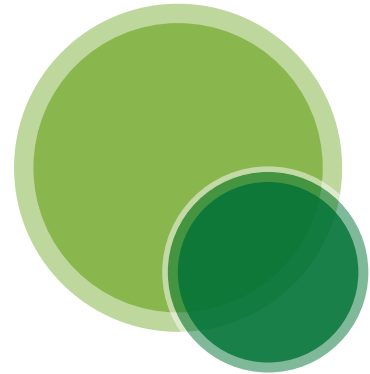
Slides	Explanatory Notes	Pointers for Trainers
	<p>This is powerful leverage in making child protection a reality in the tourism industry. Unsurprisingly, it is perhaps the most difficult criterion of the Code to implement, because it requires collaboration by a third party. Fortunately, an increasing number of signatories have enforced it in their operations.</p> <p>The fourth criterion of the Code stipulates that the company informs company customers of the policies in effect, as well as of the issue of CST in general. Besides being an excellent way to increase awareness of CST, the fourth criterion also helps tourists identify which companies are acting responsibly. In this way, the Code helps direct tourist and their spending towards businesses that have publicly stated they do not condone or contribute to the sexual exploitation of children.</p>	<p><b>Activity:</b></p> <p>Divide participants into two or four groups. Each group develops a sample of awareness-raising material such as a poster, brochure, post-card or public service announcement.</p> <p>A role-play is then conducted whereby a company office represented by one group is visited by a 'tourist' selected from a different group. The person working in the company must use the material made to convey the company policy. Meanwhile, the tourist must make an evaluation of the material and state whether or not (s)he feels it efficiently conveys a stance against child-sex tourism.</p>
85	<p>The fifth criterion requires the company make and maintain contact with local key persons. "Local key persons" means child rights organisations working in child protection, social services, local law-enforcement personnel, or local individuals with strong knowledge of the issue.</p> <p>This criterion is important because it ensures that the company develops its policy in an informed manner consistent with the best interests of children and the local cultural context. Often, companies will invite these local key persons to speak at staff trainings. It helps the issue come alive.</p>	<p>If the participants are staff from a company, the presence of the trainer from a child-rights organisation is in itself a fulfilment of this criterion. This does not preclude the trainer from inviting persons from other organisations to speak at the training about their experience combating child-sex tourism or working with local vulnerable children.</p> <p>If the participants are from local organisations, the trainer should emphasise that they will need to maintain a regular relationship with a focal person in the company.</p>

Slides	Explanatory Notes	Pointers for Trainers
	<p>The last requirement dictates that the company reports on its implementation of the Code to the Local Code Representative. The company must submit to a transparency requirement which serves two purposes. Firstly, a review by the Local Code Representative ensures that the company's signing of the Code is not simply an exercise in public relations. Secondly, the reporting is also a collaborative exercise in which the local Code partner makes an analysis of the implementation and advises on how to improve on it. This exercise is somewhat like an audit which aims to improve the company's operations.</p>	<p>In spite of the structural and organisational changes that affected the Code in 2009, the arrangement covering the reporting procedure has not changed. Members of the Code are still required to report on an annual basis.</p> <p>The point of this reporting exercise is to monitor and ensure the Code's effective implementation by its members.</p> <p>Explain the difference in usage between the two versions of the Code Implementation Reporting Form. Signatories under the Code Standard Procedure are required to use the Standard Report Form for their first-time reporting. After that, in following years, the Short Standard Report Form can be used.</p> <p>Companies that signed before the implementation of the Standard Procedure may use the Short Standard Report Form as a guide.</p> <p>Show copies of the two forms to the participants.</p>



# SESSION 9

## The Child-Protection Code: the Signing Process



Companies interested in joining the Child-Protection Code will have to follow a signing procedure. The signing procedure consists of a set of steps a company has to take to become a member of the Code. These simple steps have been created to ensure that companies fully understand what the Child-Protection Code is and their future role and commitment as a member to protect children from sexual exploitation in travel and tourism. The Code builds its effectiveness against child-sex tourism by relying on its members to take concrete committed action that demonstrates their condemnation of the issue.

This session will provide information about the signing process and the roles of key actors involved in it. What is required of the companies? Who will support the companies in drafting policy and procedures, and in conducting training for the staff? The answers to these questions will be addressed in this session with case study examples from other companies. In summary, the signing process is initiated with the application of a company to the Code Secretariat for membership and ends with a signing ceremony. Many tourism companies have invited media to the Code signing ceremony to publicise and demonstrate the company's commitment to child protection. They also display the Child-Protection Code logo on their promotional materials.

# Session 9

## The Child-Protection Code: The Signing Process

Time	Objectives	Materials
30-35 minutes	To familiarise participants with the application and signing procedure of the Child-Protection Code (and its implications for signatory companies).	Multimedia projector; paper, pens, flip chart.
Suggested Group Size		10-15 participants

### Session Plan:

1. Explain the approach that a company may take to show its interest for the Code prior to contacting the Code secretariat: *10-15 minutes*
2. Illustrate the two-step process of applying for membership and drafting an Action Plan. Explain briefly the role of the Board of Directors in screening and approving both documents, and of the Local Code Representative as an active support to the applicant: *15 minutes*
3. After informing the participants about the various forms that the signing occasion can take up, underline the importance of having a person appointed within the company to follow up on the implementation of the Code and, especially, on its monitoring: *5 minutes*

### Handouts:


- Code Information Sheet (Annex 17)
- Code Application Form (Annex 18)
- Example of a Code Action Plan (Annex 19)

# Slides and Explanatory Notes

SLIDE 86


Session 9

The Child-Protection Code:  
The Signing Process




Raising Awareness on  
Child Sex Tourism

SLIDE 87

 The Child-Protection Code


**Step 1: Interest in the Child-Protection Code**  
The Information Sheet is available on [www.thecode.org](http://www.thecode.org), and is distributed by the "The Code" Secretariat and the Local Code Representatives.

**Step 2: Application to sign and implement the Code**  
Upon request to "The Code" Secretariat, the company receives an Application Form to start the process of signing the Child-Protection Code. The completed Application Form must be sent to the "The Code" Secretariat.




Raising Awareness on  
Child Sex Tourism

SLIDE 88

 The Child-Protection Code


**Step 3: Elaboration and submission of an Action Plan**  
After having sent in the Application Form, the applying company receives an Action Plan Form from the "The Code" Secretariat. Together with the Local Code Representative, the company discusses and drafts an Action Plan.


**Step 4: Signing of the Child-Protection Code**  
The company signs an implementation agreement with the Local Code Representative and a representative of the Code Board of Directors.




Raising Awareness on  
Child Sex Tourism

SLIDE 89


 Código de Conducta del Sector Turístico para la Protección de los Niños Frente a la Explotación Sexual Comercial Infantil



Barceló and ECPAT Spain, 2007




Sol Meliá and ECPAT Spain, 2007




Raising Awareness on  
Child Sex Tourism

SLIDE 90

 The Child-Protection Code

**Step 5: Implementation of the Child-Protection Code**  
The signatory company nominates a person who is responsible for the Code implementation coordination.

**Step 6: Ongoing-monitoring of the implementation process**  
The first annual report is due one year after the signing of the Code.





Raising Awareness on  
Child Sex Tourism

SLIDE 91

**...Results**

- The Code is implemented by the tourism industry in 36 countries (2010)
- Creating local ownership: national versions of the Code launched in Costa Rica, Brazil, the Netherlands, the Dominican Republic, Spain
- Impact: over 30 million tourists who travel annually using services of Code signatory tour operators
- Launch of the Code in North America (April 21, 2004) at UNICEF






Raising Awareness on  
Child Sex Tourism

SLIDE 92

**...Results**

- 80% of the Nordic tour operating market
- 23 members of the Tour Operators Initiative (TOI)
- Tour operators associations: Germany, Austria, Italy, USA
- British Airways 2003 "Tourism for Tomorrow Award, Large Scale Tourism"
- "Ending Global Slavery" award from Ashoka Changemakers (2008)



Raising Awareness on  
Child Sex Tourism

SLIDE 93

**...Results**

Launch of the Code in JAPAN (March 14, 2005)



The Code signed by JATA, JTB and over 60 Japanese companies

Raising Awareness on  
Child Sex Tourism

SLIDE 94

**...Results**

Raising Awareness on  
Child Sex Tourism

Slides	Explanatory Notes	Pointers for Trainers
86	<p>The six criteria of the Code are fairly straightforward and clear. Signing and implementing it is also a fairly straightforward affair. The process is ordered in such a way that the company should be clear about how it can best achieve its implementation goals and that both the Code organisation and the Code partner are an integral part of this process. Furthermore, the local partner and Code organisation assume crucial monitoring duties which, in turn, support the legitimacy of the Code as a tool for corporate social responsibility.</p>	<p>This section seeks to explain the system of signing, not the Code itself.</p>

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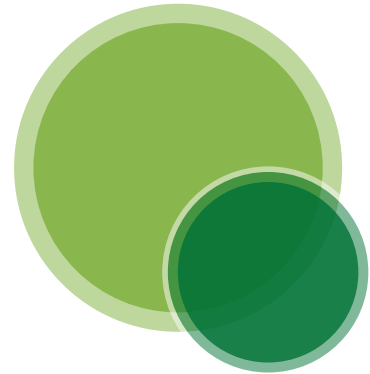
Slides	Explanatory Notes	Pointers for Trainers
87	<p>A company that is interested in signing the Child-Protection Code follows a preliminary three-step process.</p> <p>In the first step, the company reviews information on the Code and its implementation in order to assess whether the Child-Protection Code is truly a commitment that the company is able and willing to make. Details relating to minimum standards of implementation, the signing steps and procedure, contact information for the Code Secretariat and other important items of information are provided in an introductory information sheet which can be obtained from the Code Secretariat or Local Code Representative.</p> <p>In the second step, if the company feels it is ready to commit to and implement the Child-Protection Code, it places a request to the Code Secretariat for an Application Form. The Secretariat sends the company the application to be filled in and returned.</p>	<p>The trainer should explain that the development and application of a three-step process prior to signing is a quality-control mechanism, as well as the foundation of the monitoring process.</p> <p>A copy of the information sheet can be shared with the group.</p> <p>Ask participants to examine the application form and identify the information elements that may be useful to the Code Secretariat.</p>
88	<p>For the third step, once the Application Form is completed and returned, the company is sent an Action Plan form.</p> <p>This form helps the company plan its implementation of the Code by setting out objectives, targets and a timeframe. Once the Action Plan is submitted to the Code Secretariat, it is shared with the Code Board of Directors for approval. This step is crucial for assessing the seriousness and will of the company to implement the Code. The Action Plan is developed in partnership with the Local Code Representative, who will be able</p>	<p>Show a sample of a completed Action Plan.</p> <p>If presenting to participants from a civil-society organisation, point out that they will need to make an assessment of whether the targets contained in the action plan correspond to what they think the company should be able to achieve in terms of child protection. the company should be able to achieve in terms of child protection.</p>

Slides	Explanatory Notes	Pointers for Trainers
	to assist with the implementation in terms of trainings and materials development. The Local Code Representative also makes a recommendation to the Board of Directors as to whether the Action Plan is feasible and appropriate.	<p>The Board of Directors of the Code provides the necessary feedback when they approve or do not approve a company's Action Plan.</p> <p>Some tips for drafting of Action Plans are:</p> <ul style="list-style-type: none"> <li>• set realistic goals (e.g. a big hotel chain may be too ambitious if it planned to train 50% of its staff in the first year);</li> <li>• company staff should feel ownership of the implementation process by being actively involved in the creation of policy and procedures, as well as awareness activities (pride, etc.)</li> <li>• reach out to local contacts (e.g. by arranging meetings with child-protection agencies, law enforcement, NGOs) as pointed out by Local Code Representatives, etc.</li> </ul>
89	<p>Once these three steps are completed, the company can proceed to the signing of the Child-Protection Code.</p> <p>Many companies organise a media event to signal the adoption of this new corporate social responsibility policy and their commitment to protecting children from commercial sexual exploitation.</p>	<p>This slide shows scenes from recent signing events that took place in Spain in 2007.</p> <p>This type of event is aimed at both the media and the general public to promote the company's commitment towards child protection and responsible tourism. This is expected to represent an added value for clients and society.</p>
90	<p>Once this has been done, the company assigns a member of its staff to act as the focal point for Code implementation. This makes it much easier for ongoing communication between the collaborating Code partner and the company. The same person is responsible for reporting on the implementation of the Code to the Board of Directors.</p>	

Slides	Explanatory Notes	Pointers for Trainers
91-94	<p>It is important to assess what the results of the Child-Protection Code have been in terms of industry mobilisation and realistic child protection. It is very difficult to do this both quantitatively and qualitatively, although some facts and figures provide clues about what the Code has accomplished and continues to accomplish.</p> <p>As a programme implemented in both tourist-sending countries and tourist-receiving countries, the Code has also been very successful.</p> <p>An increasing number of signatories are reporting instances of child sexual exploitation that their staff members have witnessed. These reports are made to Local Code Representatives or local authorities and are crucial to preventing further exploitation and to referring child victims to care and protection programmes or services.</p>	<p>In terms of reach, the Code has been outstanding, successfully engaging several industry associations and covering the vast majority (ca. 80%) of the Scandinavian tour-operating sector.</p> <p>Since 2007, the Code has been successfully promoted and implemented as national projects in 23 receiving and sending countries including Costa Rica, the Dominican Republic, Spain, the Netherlands and Brazil.</p> <p>Cases have included, for example, a hotel's housekeeping staff in Indonesia, who – as a result of training received – recognised a situation of sexual exploitation and reported it to management. The child was rescued, put with child-protection services and the offender was arrested.</p> <p>In another case, an international airline stewardess noticed a young girl and suspected that she might be a victim of trafficking. She asked for the girl's passport and it was empty! After further investigation, it was concluded that the girl was a trafficking victim.</p>

# SESSION 10

## The Child-Protection Code: International Structure



**T**he Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism was registered as an international, independent non-profit organisation in April 2004. Following approval of a new strategy at the Annual General Meeting in 2006, the Code continues to work to ensure the protection of children from sexual exploitation, and to complete its expansion as a new organisation.

The Child-Protection Code is led by the tourism private sector in collaboration with NGOs, UN agencies and governments. The purpose of this session is to give participants an introduction to the Code, its internal structure and the roles of its governing bodies (the Annual General Meeting and the Board of Directors). By understanding this structure, participants should be able to appreciate the importance and role of the involvement of the tourism industry in the Code's success.

# Session 10

## The Child-Protection Code: International Structure

Time	Objectives	Materials
20 minutes	To familiarise participants with the management institutions within the Code.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Explain the composition and functions of the Annual General Meeting of the Code: *10 minutes*
2. Follow up with the composition and duties of the Board of Directors: *5 minutes*
3. Conclude by illustrating the functions of Advisory Partners: *5 minutes*

### Handouts:


- Organisational structure of the Code showing relationships between the actors (Annex 20)

## Slides and Explanatory Notes


SLIDE 95

Session 10

The Child-Protection Code:  
International Structure





Raising Awareness on  
Child Sex Tourism

SLIDE 96


 We protect children from sex tourism.

The Child-Protection Code

- The AGM, composed of signatory companies and local code partners, elects a Board of Directors (9 members)
- The Board of Directors appoints – among its members – a Chair, a Vice-Chair, a Treasurer and a Secretary.




Raising Awareness on  
Child Sex Tourism

SLIDE 97

 We protect children from sex tourism.

The Child-Protection Code

COMPOSITION OF BOARD OF DIRECTORS


INDUSTRY: 66% (5 seats)

- Hotel chains: 1
- Tour Operators: 1
- Travel Agents/Distribution: 1
- Airline/Other: 1
- Open (industry) seat: 1

NON-INDUSTRY: 45% (4 seats)

- ECPAT International: 1 (permanent seat)
- National/Local NGOs: 2
- Open (non-industry) individual seat: 1 (e.g. academic, legal, youth, or global citizen)

Secretariat (non-voting)



Raising Awareness on  
Child Sex Tourism

SLIDE 98


Who to Report

A Person Selling a Child

This might be someone in a bar, hotel, club or even brothel who is asking tourists if they would like to have sex with a minor. Often, it is go-betweens working in the tourism industry (taxi-drivers, waiters, etc.) who propose sex with children to tourists. Such a person might suggest tourists visit a red-light district and meet young girls or boys.


Raising Awareness on  
Child Sex Tourism



SLIDE 99

 We protect children from sex tourism.


The Child-Protection Code

ADVISORY PARTNERS

- UNICEF
- UNWTO

As of May 2010, the Board of Directors is considering a request for association as Advisory Partner submitted by the Council of Europe at the Code Annual General Meeting of March 2010.

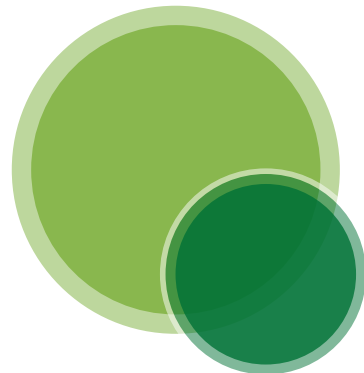

Raising Awareness on  
Child Sex Tourism



Slides	Explanatory Notes	Pointers for Trainers
95	As previously explained, child-sex tourism is a complex problem and the tools that have been developed to combat it tend to involve multiple sections of society. This is particularly true of the Child-Protection Code, which requires an active and efficient collaboration between the private sector, NGO partners, and government authorities, particularly tourism policy makers and social welfare services.	
96-99	<p>Accordingly, the Code organisation is structured in such a way that all partners to the Code assist in the governance and direction-making that is necessary for the Code to be successful. The highest decision-making body of the Child-Protection Code is the Annual General Meeting (AGM) which is composed of Local Code Representatives, funders, supporting governments, and Code signatories. Once every three years, the AGM elects a Board Directors with representatives of all the main stakeholders. The total number of Board of Directors members is 9, with 5 seats coming from the travel and tourism industry.</p> <p>The Board of Director then appoints specialised mandates among its members (Chair, Vice-Chair, Treasurer and Secretary) to facilitate the policy-making of the organisation, take forward the work of the Code, and secure funding.</p>	<p>The industry-led nature of the Code, is reflected in the composition of its governing body, the Board of Directors.</p> <p>The AGM generally is held at the <i>Internationale Tourismusbörse</i> in Berlin, every March. The AGM is the main forum of all Code stakeholders.</p> <p>Contrary to what used to be the case under a previous system of structural organisation, with two representation levels called Steering and Executive Committee, respectively, the Statutes enforced in 2009 simplified this structure by scaling it back to one level of policy- and decision-making entrusted to the Board of Directors.</p>

# SESSION 11

## The Importance of Public Awareness and Advocacy by the Private Sector



Child-sex tourism is a complex problem that requires intervention on several levels by all relevant actors, such as law-enforcement officials, NGOs, tourism authorities, hotels, tour operators and other tourism professionals. As an illegal and socially damaging problem that uses the facilities of the tourism industry, CST requires that these stakeholders intervene to prevent it from occurring. By working together, members of these different sectors can unite to combat child-sex tourism with more comprehensive action.

Collaboration between stakeholders should result in better awareness-raising and sensitisation of the general public, tourists, and for tourism professionals within the industry in both 'sending countries' and 'destination countries'. The main message is to encourage people to be aware of child-sex tourism, of its illegal nature and of the severe impact it has on child victims. Useful materials for awareness-raising information can include travel brochures, ticket-holders, luggage tags, public-service announcements, video and radio spots and various other methods.

As a different approach, industry associations and organisations have been taking an increasingly more public stance against CST. For example, Skål International, an association of travel and tourism professionals, has released public statements condemning the sexual exploitation of children in tourism, and promotes working with NGOs to ensure that children are protected. The International Hotel and Restaurant Association (IHRA), the International Air Transport Association (IATA), and the World Tourism Organization (UNWTO) have also made similar public declarations.

Most importantly, the private tourism sector can support advocacy and help to pressure governments and national tourism authorities to create or amend policies concerning the commercial sexual exploitation of children in travel and tourism. This is welcome and encouraged. Companies can bring the viewpoint of the industry to the process and offer their specific recommendations. By participating in advocacy, companies make an important contribution towards improving policies to protect children and their rights.

# Session 11

## The Importance of Public Awareness and Advocacy by the Private Sector

Time	Objectives	Materials
40 minutes	To examine the important role that advocacy can play alongside other initiatives and look at alternative methods of combating CST.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:

1. Inform participants that the Child-Protection Code co-exists together with other initiatives and systems that involve the private sector (tourism industry) in combating CST: *10 minutes*
2. Expand on known cases of industry involvement outside the Code that have proved themselves especially in providing reintegration for victims of CST: *15 minutes*
3. Discuss the effectiveness of advocacy directed to governments as an additional instrument for combating CST: *15 minutes*

### Handouts:

- Examples of publicity and awareness-raising materials (Annex 21)

### Exercises:


- Brainstorm projects done in partnership with tourism sector businesses that can help children at risk of CST

## Slides and Explanatory Notes

SLIDE 100

Session 11

Other Responses to CST and the Importance of Advocacy




Raising Awareness on Child Sex Tourism

SLIDE 101


Responses to CST

Materials produced most often include:


- Brochures
- Videos
- Posters
- Luggage tags
- Ticket covers



Raising Awareness on Child Sex Tourism


SLIDE 102



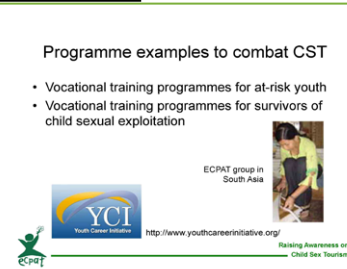
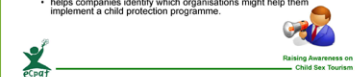

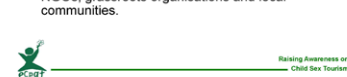


Airport Hoarding – ECPAT Netherlands



Hoarding ECPAT Cambodia


Raising Awareness on Child Sex Tourism

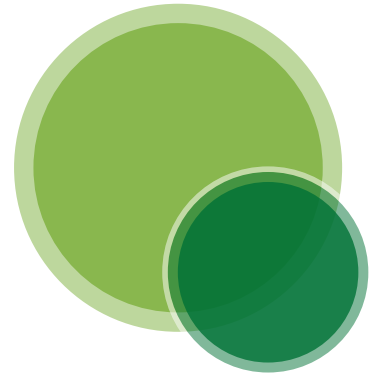
<div>SLIDE 103</div> <div></div>	<div>SLIDE 104</div> <div></div>	<div>SLIDE 105</div> <div><p>Programme examples to combat CST</p><ul style="list-style-type: none"><li>• Vocational training programmes for at-risk youth</li><li>• Vocational training programmes for survivors of child sexual exploitation</li></ul></div>	
<div>SLIDE 106</div> <div><p>The Importance of Advocacy</p><p>Constant advocacy of the work being done is crucial to combating child sex tourism successfully because it:</p><ul style="list-style-type: none"><li>• popularises the concepts of socially responsible and sustainable tourism;</li><li>• legitimises an open and public discussion;</li><li>• presents a united front against child sex tourism;</li><li>• informs tourists on which companies they should be using;</li><li>• allows companies and tourists to identify which organisations they can report to if CST is witnessed;</li><li>• helps companies identify which organisations might help them implement a child protection programme.</li></ul></div>	<div>SLIDE 107</div> <div><p>The Importance of Advocacy</p><p>It is important to include the local community and tourism associations in the initiatives against CST, as this is likely to elicit more interest from other companies.</p><p>There exist international platforms that presents work being done against child sex tourism and that can be used in advocacy:</p><ul style="list-style-type: none"><li>• The UN World Tourism Organisation Task Force (once a year)</li><li>• The World Tourism Forum for Peace and Sustainable Development (once a year)</li><li>• The International Institute for Peace through Tourism (multiple events)</li></ul></div>	<div>SLIDE 108</div> <div><p>The Importance of Advocacy</p><p>ECPAT International is an advocacy organisation, that works with companies and associations to combat the sexual exploitation of children in tourism.</p><p>Other stakeholders lobbied by ECPAT include governments, UN agencies, international NGOs, grassroots organisations and local communities.</p></div>	
Slides	Explanatory Notes	Pointers for Trainers	
100-104	<p>The Child-Protection Code is an excellent tool for combating child-sex tourism, but it is not the only one. Indeed, some companies have formulated responses to CST without signing the Code and simply by collaborating with agencies that can assist them in actively combating the problem.</p> <p>In some cases, it is not the tourism companies that take direct action to implement child-protection policies, but other stakeholders in the industry which have committed to fighting the issue and then seek to engage these companies.</p> <p>There are many responses to commercial sexual exploitation of children that focus on providing care, protection, and assistance to child victims of CSEC as well as children who are vulnerable to CSEC. However, there have not been many interventions of this kind</p>	<p>Many awareness-raising materials have been developed such as brochures, posters, luggage tags, and other awareness materials for distribution at airports, information centres, and on streets in tourism destinations, etc. (See the ECPAT CD-ROM on awareness-raising materials for combating CST that contains a wide variety of such materials).</p>	

Slides	Explanatory Notes	Pointers for Trainers
105	<p>which have been related specifically to child-sex tourism as a form of CSEC, or which have been initiated by the tourism industry specifically for CST.</p> <p>An example of programmes that help youth and children and involving the tourism industry is the Youth Career Initiative, which is run in collaboration with tourism companies, mainly hotels.</p> <p>In the programme, participating hotels partner with local NGOs to offer youth from disadvantaged backgrounds the opportunity to receive training in hospitality skills. Upon completing a training course in the hotel, the certified youth can work either in the same establishment or in another which recognises the certificate received.</p> <p>This kind of vocational training, as well as the life-skills and self-esteem that it enhances, helps to minimise the risk that the youth will become victims of commercial sexual exploitation.</p>	<p>A similar, but nevertheless different, programme is one that has been run by an ECPAT group and partner hotel in South Asia.</p> <p>This partnership places young women who have been victims of trafficking in a hospitality-skills training programme at the partner hotel. Each participant, who is selected and placed by the ECPAT group (only when it is deemed appropriate and the participants feel ready), is allocated a mentor from the hotel staff who provides assistance and support to the participating trainee throughout the course. Once the course is completed, the graduate may work at the hotel, but is under no obligation to take employment specifically at that hotel. One of the major benefits of the programme, besides helping former victims of trafficking for sexual purposes become financially independent, is the increase in self-esteem and confidence that it engenders. Similar programmes that provide former child victims of sexual exploitation with tourism-related or hospitality-related skills have been developed by other members of the ECPAT network, for example in Colombia.</p> <p><b>Activity</b></p> <p>Break participants up into small groups and ask them to brainstorm their own tourism related projects to combat CST in partnership with the private sector.</p>

Slides	Explanatory Notes	Pointers for Trainers
106-108	<p>It is tremendously important that the work being done by tourism companies, NGOs or tourism authorities to combat child-sex tourism, receives exposure. It is important to speak out constantly against child-sex tourism.</p> <p>The tourism industry is a key actor in the fight against CST, if lasting change is to be made in the role that tourism services can play in facilitating the sexual exploitation of children. Advocacy, combined with positive action by the tourism sector, is the most effective defense against child-sex tourism.</p>	<p>For the past five years, the Accor hotel group in Asia, a Code member, has co-organised a Charity event with ECPAT International. The event provides games and prizes for the public while at the same time delivering educational and awareness-raising messages.</p> <p>At the Greater Mekong Sub-Regional Seminar on Protecting Children from Trafficking and Sexual Exploitation in Tourism held in Bangkok on 5 and 6 November 2007, a Swiss tour operator – a signatory company of the Code – gave a presentation to the six governments attending to encourage co-operation between governments, NGOs and the private sector.</p>

# SESSION 12

## Working with Child-Rights Organisations



Child-rights organisations are groups that work to promote and protect the rights of children, improve their welfare and lives. There is a large variety of child-rights organisations, ranging from local grassroots groups to large, international organisations, and each with different specialisations (focusing on one or multiple issues concerning children).

A successful partnership between a tourism company and a child-rights organisation can bring added value to existing corporate social responsibility activities. In recent years, a growing number of companies and child-rights organisations have joined forces to set good examples of winning partnerships. As they work together, they discover that they have much to learn and gain from their collaboration, and their partnerships can thus develop further. It will be up to individual companies to select a suitable organisation to partner up with if they so wish.

Whether a company's plan is to establish a solid policy of corporate social responsibility in the area of responsible tourism (especially with child protection as a key objective), or just to learn more about issues concerning children, good allies can be found in child-rights organisations.

As child-rights organisations are usually non-governmental and non-profit, they are structured and operate differently from the private sector. It is indeed this dissimilarity between the two that can fortify their partnership, as each side brings their own strengths to the venture. For example, if their joint project is an awareness-raising campaign, the child-rights organisation could provide technical information on the issue, while the company could use their experience in marketing and communication.

Of course, all partnerships require commitment on both sides in order to overcome any difficulties through clear communication, understanding and a united objective. The level of commitment to the collaboration will depend entirely on the type of partnership and what the agreed goals are. Companies can set these parameters when discussing a partnership with a child-rights organisation.

# Session 12

## Working with Child-Rights Organisations

Time	Objectives	Materials
35-40 minutes	To emphasise the importance of partnering and collaborating with appropriate child-rights organisations and how to get the most out of these partnerships.	Multimedia projector; paper, pens, flip chart.
<b>Suggested Group Size</b>		10-15 participants

### Session Plan:



1. Make participants aware of the differences existing between the way the private sector and child-rights organisations work, when approaching organisations for joint collaboration in the protection of child rights: *10 minutes*
2. Once the main differences have been defined, draw the participants' attention to the fact that not all child-rights organisations work in the same way. This calls for a good degree of understanding when selecting a prospective partner: *10 minutes*
3. On the other hand, owing to the sensitive nature of their work, child-rights organisations may be rightly suspicious of outsiders approaching them and inquiring about their activities. Get this point across to participants and illustrate acceptable ways around this hurdle: *10 minutes*
4. Explain why partnerships with child-rights organisations should be approached with an open attitude, and highlight the importance of a clear Memorandum of Understanding (MOU) for this purpose: *5-10 minutes*

## Slides and Explanatory Notes

SLIDE 109

Session 12

Working with  
Child-Rights Organisations





SLIDE 110

Selecting your partners...

Most organisations working for or with children are legitimate. However, some may not actually be committed to the best interests of children. Do not associate with an organisation that does not have a proven track record.

Organisations working with or for children conduct a wide variety of work programmes. They might:

- Provide direct services to vulnerable children
- Conduct research on child-sex tourism
- Operate hotlines for reporting exploitation of children
- Already work with other socially-responsible companies









SLIDE 111

Selecting your partners...

If there is an organisation near you that you wish to work with:

- Speak with local social services or other government agencies to see if they know anything about the organisation
- Research the organisation on the internet and in the local media to see if the organisation has been reported for any misdeeds
- Contact ECPAT International for details



## SLIDE 112

## Speaking with local organisations

- Reach out to the organisation with a letter, e-mail or telephone call with an explanation of what the company would like to achieve with its child-protection policy.
- Be sure not to mislead the organisation into believing that the collaboration would include possible funding, if this is not intended.
- Organisations can be suspicious of what outsiders want, especially if they are working with children who have been sexually exploited. Have patience and courtesy when speaking with a representative of the organisations.

Raising Awareness on  
Child Sex Tourism

## SLIDE 113

## Collaborating with Local Organisations

A Memorandum of Understanding (MOU) which clearly outlines both parties' duties in a given type of collaboration can be helpful:

- for fundraising events
- for a series of staff-training sessions
- distribution of information leaflets or brochures on the issue of CST
- designating who are the respective contact points in the company and the organisation

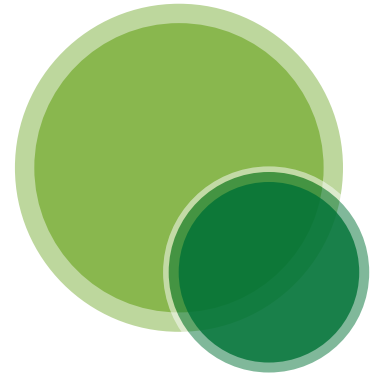
Raising Awareness on  
Child Sex Tourism

Slides	Explanatory Notes	Pointers for Trainers
109-110	<p>Reaching out to and working with a child-rights organisation may not be as easy as it seems. This is especially true when the child-rights organisation is one that works on issues of sexual exploitation. Furthermore, even among organisations that work to protect children's rights, priorities and styles of working vary tremendously from the private sector.</p> <p>There are, however, a few tips and guidelines which can make working with child-rights organisations and associations a little easier.</p>	<p>In countries which have an ECPAT group, contact can be made with them to get information about CSEC and children's rights in general, and recommended organisations.</p> <p>Also, a comprehensive list of reliable child-rights organisations can be found on the web site of the Child Rights Information Network (CRIN) at <a href="http://www.crin.org">www.crin.org</a></p>
111-112	<p>Before speaking with local organisations, your company must have clear objectives and goals for a partnership. A survey of local child-rights organisations should be undertaken in order to have a better understanding of the actors and to identify an appropriate partner.</p> <p>Working with a child-rights organisation can be difficult because they may be suspicious of outsiders, particularly media agencies or large corporations who may be seeking PR opportunities rather than having true concern for the interests of children. In order to allay suspicion and caution, the company may initiate contact by providing information which introduces the company's policies and which details what the company would like to achieve by collaborating with a child-rights organisation. It is also useful for exposure considerations.</p>	<p>A private-sector company willing to undertake collaboration with a child-rights organisation should do a background check on a possible partner child-rights organisation to ensure its credibility and reliability. Because a poor partnership could reflect negatively on the company, this step should be considered an important precaution.</p> <p>A child-rights organisation with good child-protection policies may be very hesitant to be approached by a company or outsiders. This is due to past incidents that resulted from offenders posing as visitors/guests to gain access to vulnerable children.</p>

Slides	Explanatory Notes	Pointers for Trainers
113	<p>Some child-rights organisations may presume that a company wishes above all to contribute funds to children's organisations. If this is not the case, it can be useful to make clear in the initial communications that the company seeks a programmatic or expertise-related collaboration (or whatever the nature of the collaboration may be).</p> <p>Finally, begin collaboration with patience and an open mind. A child-rights organisation will have a different set of priorities and will manage these in a manner that may feel unfamiliar to the private sector. It may be useful to develop an MOU so that both the company and the child-rights organisation are clear on the parameters of the collaboration. This avoids false expectations and ensures a realistic vision of what can be achieved together.</p>	

# SESSION 13

## Working with Companies or National Tourism Authorities



A proven strategy in combating the commercial sexual exploitation of children is for NGOs to engage with tourism companies or national tourism authorities. Establishing a working relationship with tourism companies and national tourism authorities can lead to productive collaboration and successful initiatives and projects to protect children. For example, since 2003, Accor Asia and ECPAT International have co-organised a charity event in Bangkok, Thailand, to raise awareness on children's rights and commercial sexual exploitation. The proceeds from these events are contributed to local child-rights organisations for youth projects, construction of shelters for children, and ECPAT International's programmes. Similarly, the National Tourism Authority of Brazil has worked closely with the Child-Protection Code to promote its adoption by the tourism industry operating in Brazil. In addition, the government has created an anti-CST campaign and supported initiatives in Brazil to increase awareness on the issue.

Owing to the very negative image associated with the issue of commercial sexual exploitation of children, some tourism companies and national tourism authorities may be reluctant to acknowledge the problem, let alone tackle it directly, seeing it as hindrance to tourism or making it unattractive. There is also an incorrect perception that collaborating with NGOs invariably entails only providing financial contributions.

The key to successfully engaging tourism companies and national tourism authorities lies in providing them with fuller understanding of the issue of CSEC, the negative consequences to tourism that may arise if CST is left unaddressed, and the fact that there are benefits and long-term gains for them to act against it. This must be explained in a positive manner (connected to responsible tourism) and in a way that clearly shows that the tourism industry is not the cause of CSEC and child-sex tourism, but that tourism companies have a responsibility arising from their position within the industry to protect children effectively from sexual exploitation.

Using the principles of responsible tourism or corporate social responsibility is the best strategy in encouraging tourism companies and national tourism authorities to join the fight against child-sex tourism. Establishing clear goals, objectives, or even a memorandum of understanding can strengthen the working relationship between NGOs and tourism companies and national tourism authorities.

# Session 13

## Working with Companies or National Tourism Authorities

Time	Objectives	Materials
35 minutes	To emphasize the importance of partnering and collaborating with National Tourism Authorities and the tourism private sector in general, and how to get the most out of these partnerships.	Multimedia projector; paper, pens, flip chart.
Suggested Group Size		10-15 participants











### Session Plan:

1. Explain to participants the specific nature of working with tourism companies or national tourism authorities (NTAs) and how understanding their dynamics and involvement in CSR programmes may be useful in dealing with them: *10 minutes*
2. Underline the sensitive nature of CSEC, how this can be seen as a possible threat by members of the tourism industry at a particular destination, and the need to approach the topic with tact: *5 minutes*
3. Explain to the participants how an NGOs can act as a consultant to companies and national tourism authorities (i.e. what the NGO can do for the company): *5 minutes*
4. Explain how to work with national tourist authorities the sensitive nature of the mandate of tourism authorities: *10 minutes*
5. Show that a supportive approach by NGOs to tourism authorities is preferable to alarm calls that may scare the counterpart away: *5 minutes*

### Handouts:

- News clipping from charity walk

# Slides and Explanatory Notes

<p><b>SLIDE 114</b></p> <p>Session 13 Working with Companies or National Tourism Authorities</p>  	<p><b>SLIDE 115</b></p>  <p>Brochure Respect - Bulgaria</p>  	<p><b>SLIDE 116</b></p> <p>Communicating with a travel company:</p> <ul style="list-style-type: none"> <li>• Present the issue in a non-threatening way</li> <li>• Explain what has been done</li> <li>• Explain what your NGO can do (provide information on issue, serve as a recipient for important information, train staff, etc.)</li> <li>• Speak about what has already been done in the tourism industry</li> <li>• Speak about industry standards (UNWTO, international tourism organisations, IHRA)</li> <li>• Positive! Empowering! Beneficial!</li> </ul>  
<p><b>SLIDE 117</b></p> <p>How can NGOs assist?</p> <ul style="list-style-type: none"> <li>• Attending and speaking at tourism venues</li> <li>• Organising local workshops with tourism companies and advertising in local newspapers or travel magazines</li> <li>• Contacting companies already working on the issue (e.g. The Code)</li> <li>• Contacting ECPAT International to see where and what work can be done</li> </ul>   	<p><b>SLIDE 118</b></p> <p>National Tourism Authorities: What do they do?</p> <ul style="list-style-type: none"> <li>• Market own country on a global scale</li> <li>• Set standards for industry</li> <li>• Direct type of tourism</li> <li>• Legitimise actions taken on behalf of children by the business sector</li> <li>• Promote family-friendly and child-friendly tourism</li> </ul>  	<p><b>SLIDE 119</b></p> <p>National Tourism Authorities: Why work with them?</p> <ul style="list-style-type: none"> <li>• National Tourism Authorities market their country abroad</li> <li>• Establish acceptable business behaviour</li> <li>• Understand the dynamics of their tourism destination</li> <li>• As a branch of government, NTAs are responsible for the safety of the country's children</li> </ul>  
<p><b>SLIDE 120</b></p> <p>Involving Tourism Authorities means...</p> <ul style="list-style-type: none"> <li>• Demonstrating the value of child-friendly tourism</li> <li>• Providing support and technical expertise</li> <li>• Working closely and professionally together</li> <li>• Offering to be a force for child-friendly yet profitable tourism!</li> </ul>  	<p><b>SLIDE 121</b></p> <p>Involving Tourism Authorities means...</p> <ul style="list-style-type: none"> <li>• Promoting responsible tourism should be forceful, positive and empowering</li> <li>• Socially and environmentally responsible tourism is central to protecting children from commercial sexual exploitation and safeguarding children's rights</li> <li>• It is the only way to ensure stable tourism growth and long-term socio-economic stability</li> </ul>  	

Slides	Explanatory Notes	Pointers for Trainers
114	Preparing diligently to work with companies helps reduce difficulties and maximise the rewards of collaboration and, most of all, ensures that children will benefit from the collaboration that the organisation and the company are putting in place.	
115	Whether it is the company which has expressed interest in collaborating with your organisation or it is your organisation which seeks to become involved with a travel and tourism company, it is crucial to prepare for any meetings or communications with them.	This means researching their particular field of tourism, familiarising yourself with recent tourism developments, identifying previous corporate social responsibility projects (and partners) they may have been involved in. If you can demonstrate

Slides	Explanatory Notes	Pointers for Trainers
116	<p>Try to acquire a good overall understanding of the company from its operations to its ideas for future expansion projects. The foremost objective is to convince the company that acting to combat CST will not have any negative impact on their image and business. On the other hand, collaborating can help reduce or eliminating any negative consequences that may occur should the problem be left alone.</p> <p>It is never easy to speak about the issue of child-sex tourism, especially with representatives of an industry which has, in the past, been associated with facilitating it. It is important that the issue is presented in a manner that does not accuse or threaten companies or staff.</p> <p>Stress instead the active and positive role companies can play in preventing and combating child-sex tourism. Discuss previous achievements of the industry in preventing exploitation of children or empowering local communities to protect themselves.</p>	<p>familiarity with the company and its business, the company will be more likely to accept collaboration with you.</p> <p>Do not put responsibility or blame for CST on tourism companies, but on those who carry out the abuse and those who sell children.</p> <p>Emphasise CST as a problem for the industry, and that working together is crucial to effectively combat the problem.</p>
117	<p>It is essential to explain clearly what your NGO can do to assist and help the company actively protect children.</p> <p>Consider your NGO as a consulting service which outlines what the company can do but which can also deliver/implement the proposed enhancements to the company's operations.</p> <p>Child-rights organisations may also work with national tourism authorities. Tourism authorities exist in almost every country, though their role may vary from country to country. In general, they are charged with marketing the country abroad and attracting tourists. In this sense, they can be very powerful allies in dissuading sex tourists</p>	<p>Creating beforehand a list of what steps the NGO can take to assist the company can be useful.</p> <p>These may include:</p> <ol style="list-style-type: none"> <li>1. Providing the company with appropriate background information on the CSEC situation;</li> <li>2. Organising awareness-raising presentations/training for the company staff;</li> <li>3. Assist the company develop their own policy/procedures against CST.</li> </ol> <p>Though it is useful to mention the public image improvement that developing a child-protection policy provides, do not</p>

Slides	Explanatory Notes	Pointers for Trainers
118-121	<p>from travelling to a destination.</p> <p>When approaching a tourism authority for collaboration, it is important for the child-rights organisation to be seen as a credible partner that can promote responsible tourism.</p> <p>The organisation's expertise should be highlighted in view of assessing the level of child protection that a tourism destination affords local children.</p> <p>Stress that your child-rights organisation can provide analysis and information on the situation of children and can make recommendations on how to increase the tourism experience. You will need to approach NTAs with accurate and reliable information.</p>	<p>focus too much on this aspect of the collaboration, as it does not send the proper message. The message that needs to be sent out is that the company is serious on CSR and is committed to protecting children.</p> <p>Collaborating with tourism authorities can, however, be even trickier than working with travel companies. As they are in charge of a country's image as a tourism destination, they can be particularly reluctant to discuss the problem of child sexual exploitation. Furthermore, there is a misconception by tourism authorities that publicly discussing the issue may have the inverse effect of attracting the wrong kind of tourist, rather than dissuading these tourists from visiting the country.</p> <p>In fact, good tourists like to see responsible tourism. Discussion of the issues and preventive measures are acknowledged and appreciated by mainstream tourists.</p> <p>It is unwise to approach NTAs with media reports (this might be more appropriate with companies). Instead, use surveys and statistics which emphasise the tourists' preference for destinations that follow sustainable and responsible development policies.</p> <p>Other useful materials are those produced by other national tourism authorities that demonstrate their commitment to protecting local children and pursuing sustainable tourism policies (the ECPAT CD-ROM on CST is a good collection of such materials).</p>

# APPENDICES



## Essential Concepts Sheet

### **Child-Sex Tourism (CST)**

Child-sex tourism is the sexual exploitation of children by a person or persons who travel from their home district, home geographical region, or home country and then engage in sexual activities with children. Child sex tourists can be domestic, regional or international tourists. CST often involves the use of accommodation, transportation, and other tourism-related services which facilitate contact with children and which enable offenders to be anonymous to the surrounding population and environment.

### **The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code of Conduct)**

The Code of Conduct is an instrument of self-regulation and corporate social responsibility originally created by ECPAT Sweden and implemented by the ECPAT network, from which it continues to receive substantial support. The Code works to provide increased protection of children from sexual exploitation in travel and tourism. It is regarded as one of the world's most successful tools for combating child sex tourism. It is a set of six criteria to which a travel and tourism company commits in order to provide protection to vulnerable children in tourism destinations. Signatory companies must implement the six criteria and with specified minimum standards, timeframe and reporting requirements.

### **Commercial Sexual Exploitation of Children (CSEC)**

This is the sexual abuse of a child by an adult, with remuneration in cash or kind to the child or a third person or persons. The child is treated as a sexual and commercial object. The types of CSEC include children in prostitution, child pornography, trafficking in children for sexual purposes, child sex tourism, and – in some cases – child marriage. The commercial sexual exploitation of children constitutes a form of coercion and violence against children, and amounts to forced labour and a contemporary form of slavery.

### **Paedophile**

Paedophiles show an exclusive sexual inclination for pre-pubescent children, and do not display sexual desire for their adult peers. Usually considered as persons suffering from a clinical disorder, paedophiles may not show any preference for the gender of children and may not view sexual contact with children as harmful. Often expressing affection for children, paedophiles constitute a small minority of child sex tourists.

### **Preferential Child Sex Tourist**

Preferential child sex tourists are persons who display an active sexual preference for children. They may still have the capacity to desire adults, but will actively seek out minors for sexual contact. The preferential child sex tourist will generally search for pubescent or adolescent children. This category of child sex offender represents a minority of the overall total.

**Situational Child Sex Tourist**

Situational child sex tourists are persons who abuse children by way of experimentation or through the anonymity and impunity afforded by being a tourist. They do not have an exclusive sexual inclination for children. Often, the situational offender is an indiscriminate sex tourist who is presented with the opportunity of sexual contact with a person under 18 and takes it. The majority of child sex tourists are situational offenders.

**Sustainable Tourism**

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Closely related to this concept and largely overlapping with it, responsible tourism focuses more on the industry's behaviour (both companies and tourists) towards practicing sustainable tourism.

**United Nations Convention on the Rights of the Child (CRC)**

The Convention on the Rights of the Child is the world's primary multilateral document on children's issues and it contains provisions calling for the protection of children from exploitation. In particular, articles 32, 34 and 35 protect against sexual exploitation, sale and trafficking. Other specific rights include ensuring the child's physical and psychological well-being (Articles 19 and 27), and the psychosocial, emotional and spiritual development of the child (Articles 31 and 32). The significance of the CRC lies in the fact that it is the most comprehensive international legal instrument focusing solely on children's rights and needs.

## Tourism Benefits and Harms

**Purpose:**

To identify how the tourism industry benefits or causes harm to tourism destinations while considering what implications these benefits and harms may have for children.

**Instructions:**

The trainer can conduct this exercise with all the participants in a large group. Or the trainer can first divide the participants into smaller groups, have the groups complete the work sheet below, and then reconvene as a large group to discuss the results.

Use the flipchart if conducting the exercise with the entire group or the work sheet if conducting the exercise with smaller groups. Have participants list what benefits and harms tourism development may bring to a tourism destination. Ask participants to be specific, for instance, instead of citing environmental damage as tourism industry harm, ask participants to specify the specific damage (e.g. killing coastal reefs, decreasing woodland, etc.).

Once the benefits and harms have been listed, ask participants to separate the benefits and harms into categories: environmental, social, cultural, economic. Then the group can identify which harms and benefits, if any, are likely to impact children. This can be done by circling the various benefits and harms. There are no wrong or right answers and the trainer should encourage participants to debate whether one benefit or harm impacts considerably or insignificantly the lives of children.

What are the benefits and harms of tourism development on a destination? Try to be as specific as possible.

Benefits	Harms

Now, please separate the benefits and harms listed above into the categories below. If you wish, you can add or create different categories.

**Environmental**

**Economic**

**Social**

**Cultural**

## CST and Other Forms of Exploitation

### Case Studies Sheet

#### *Child Sex Tourism and Children in Prostitution*

In Laos, UNICEF spokesman Geoffrey Keele said girls aged 14 to 18 are particularly at risk, frequently lured into the sex trade or tricked into it by promises of other jobs. Also, according to Keele, a majority of children who were being sexually exploited commercially were found at various kinds of entertainment establishments such as beer halls or truck stops on transit routes in Laos. The girls forced into prostitution often worked as bartenders and waitresses and also catered to local, regional and foreign tourists. (RFA Lao Service, 2007)

#### *Child Sex Tourism and Trafficking*

In 2007, the FBI in California arrested 131 people for child prostitution at major sporting events in the Oakland, Fremont, San Jose and San Francisco. The youngest child victim rescued was 11 years old. The FBI believe that the children involved in the case were victims of trafficking and had been brought through Oakland, a major trafficking hub, to cater to tourists at the events. (Mercury News, 2007)

#### *Child Sex Tourism and Child Pornography*

Christopher Paul Neil, 32, of Canada, was arrested in Thailand in October 2007 after a worldwide search led by Interpol to track down a man seen in about 200 Internet photos abusing a dozen Asian boys. Neil was a child sex tourist that worked and travelled throughout Asia before his arrest. (Vancouver Sun, 2007)

#### *Child Sex Tourism and Child Marriages*

A forty-five-year-old sheikh from the United Arab Emirates (UAE), approached a broker in India to find a 'wife'. The broker procured two girls, aged between thirteen and fifteen, for twenty thousand rupees (approximately US\$450). Then he hired a Qazi, an Islamic judge, to solemnise the marriage. Taking advantage of an Islamic provision, the judge married the girls off to the Arab. After the wedding night with the girls, the Arab left at dawn and never came back. (AINA News Agency, 2007)

## Regional and Local Exploiters

Child sex tourists are people who travel from one location to another and there engage in sexual acts with minors. Often, they travel from a richer country to one that is less developed, but child sex tourists may also be travellers within their own regions or countries.

Exploiters can be both local and foreign.

**Group discussion:**

why do you think local/regional exploiters are less reported and less prominent in the media?

What are the characteristics or traits of regional or local exploiters?

(Notes)

**Remember:** Child sex tourists come from all walks of life: they may be married or single, male or female, wealthy tourists or budget travellers. They can even be preferential abusers and paedophiles, although the majority of child sex tourists are situational offenders who do not have a sexual preference for children, but take advantage of a situation in which a child is made available to them.

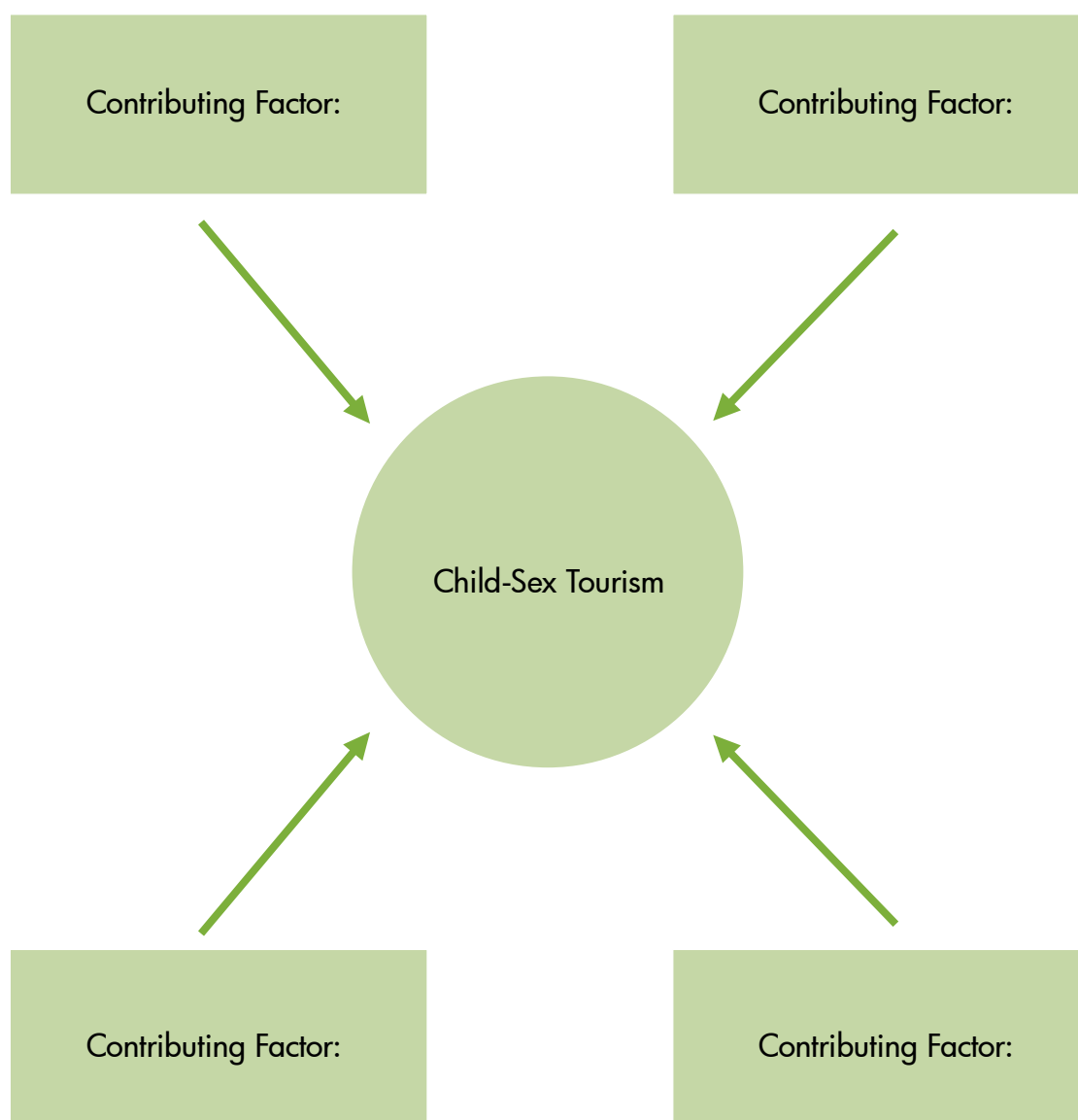
The reason for the misconception that most child sex tourists are paedophiles or are Westerners is due to the fact that such cases draw significant attention from the media and the press and they are easier to catch. Regional or local offenders have more advantages, such as the ability to be more anonymous, receive less attention by the community and the media, and often escape punishment for their crimes.

Exploiters are more than just the child sex tourists. They can be anyone involved in assisting a child sex tourist to gain access to a child, or someone encouraging or forcing a child into an exploitative situation. These third parties can be taxi drivers, local restaurant workers, hotel staff and even friends and family of the child.

## Child-Sex Tourism FAQs

1. What are the three main forms of CSEC?
2. The majority of child-sex tourists are pedophiles. True or false?
3. Who is considered a child by ECPAT and international law (CRC)?
4. Can children give consent to their abuse?
5. Child-sex tourism can occur anywhere. True or false?
6. At what stage of the travel process can the tourism professional intervene against child-sex tourism?
7. Name three venues in which a tourist might try to exploit a child.
8. Victims of CST can suffer from depression, loss of self-esteem and be vulnerable to sexually transmitted infections. True or false?

## Cause Matrix Sheet





## CST in the Americas

### **Case Study: The Americas**

North, Central and South America have all experienced child-sex tourism, albeit in different ways and to varying degrees. Often, child-sex tourism in the Americas has followed the industrialized country to developing country pattern, with Canadian and American nationals traveling to countries in the South in order to take advantage of their wealth advantage and engage in commercial sexual exploitation of children. Some of these destinations have struggled for more than twenty years with child-sex tourists from their northern neighbors. Others, such as Colombia, have started to experience it more recently.

### **Mexico: A Classic CST Destination?**

Long regarded as popular sex tourism destination, Mexico continues to face a significant child prostitution problem. An estimate by the State System of Integral Family Development (2005) asserts that more than 20,000 minors were victims of prostitution. Exploitation is reported most frequently in the major tourist towns of Tijuana, Acapulco, Cancún, and Guadalajara. Numerous investigations into American child-sex tourists have led authorities to crimes committed in Mexico; in fact, an incredible 18 of 50 (or 36%) of American child-sex tourism cases between 2003 and 2006 involved crimes committed in Mexico.

### **Colombia: An Emerging Destination?**

Colombia is not a country usually associated with tourism as a result of longstanding civil war, kidnappings and a high murder rate. Yet this has not stopped foreign tourists from traveling to Colombia and engaging in child sex tourism in the coastal city of Cartagena or sometimes even the capitol Bogota. NGOs, UNICEF and law enforcement have jointly estimated that there are between 20,000 and 35,000 child victims of CSEC in Colombia. In Cartagena, a major Caribbean destination that attracts tourists from all over the world, an estimated 1,500 boys and girls are exploited in the child sex industry, with foreign tourists visibly seeking minors in prostitution.

## List of Countries with Extra-Territorial Legislation against CST

1. Algeria	2. Andorra	3. Australia
4. Austria	5. Belgium	6. Bulgaria
7. Canada	8. Chile	9. China
10. Costa Rica	11. Cyprus	12. Denmark
13. Ethiopia	14. Finland	15. France
16. Germany	17. Iceland	18. Indonesia
19. Ireland	20. Italy	21. Japan
22. Kyrgyzstan	23. Laos	24. Luxembourg
25. Mauritius (*)	26. Mexico	27. Morocco
28. The Netherlands	29. New Zealand	30. Norway
31. Portugal	32. Singapore	33. Slovenia
34. South Africa	35. Spain	36. Sudan
37. Sweden	38. Switzerland	39. Taiwan
40. Thailand	41. Togo	42. Ukraine
43. United Kingdom	44. USA	

(\*) Mauritius has passed extraterritorial legislation covering only the crime of child trafficking, but not child prostitution and child pornography.

## Video Spot Worksheet

You have just watched several video spots on CST that have been shown by airlines on long-haul flights to tourism destinations or screened in other tourism venues...

- 1) Which video do you think is most effective in deterring child-sex offenders? Why?

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- 2) Should video spots of this kind take a 'soft' or 'hard' approach in order to encourage tourists to report other tourists?

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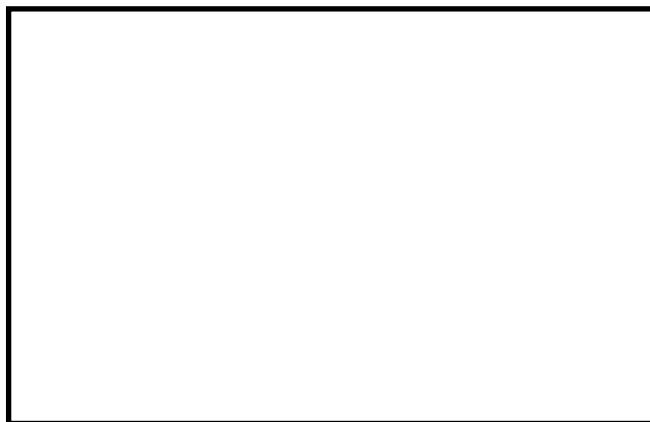
- 3) Which video would be the most appropriate for a flight arriving where you work?

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- 4) Imagine you have just produced an in-flight video for your destination. At the end of the video, the screen flashes a message. Please write in the "screen" below what your message would be.



## Our Responsibility Activity Sheet

Tourism professionals are in a special position to make a difference in the fight against child-sex tourism. As a tourism professional, you may possibly come into contact with child-sex tourists and have the opportunity to save a child.

In terms of child-sex tourism, what do you feel is your responsibility?

**... as an individual?**

**... as an employee of your company/tourism professional?**

**What are the responsibilities of a tourism company?**

## Policy Session Worksheet

Your company has recently signed the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. The first task that your company must undertake to implement this Code of Conduct is to create a company policy against child-sex tourism and other forms of sexual exploitation.

Please draft your company's policy and present it to the other groups.

Framework for a good policy:

- Policy
- Objective of policy
- Responsibilities (of different staff members)
- Situations (that may arise)
- Responses
- Lines of communication

Good policies must consider the following:

- Objective: To protect children from CST/CSEC
- Efficiency
- Equality/Justice
- Legality
- Acceptability
- Need to Be Realistic
- Robustness/Improvability

## Tourism Venue Role Play

### Objective:

The role play requires volunteers to take on various roles. The remaining participants are asked to split onto four groups.

### Time frame:

10 – 15 minutes: Dividing into four groups and role play volunteers. Instructions and directions.  
 10-15 minutes: Act out role play  
 15 minutes: Group discussion (see below) based on work sheets.

### Situation:

In a hotel lobby, there is a receptionist behind at the front desk. There are other tourists standing in the lobby. A foreign man, aged 45 to 50, enters holding the hand of girl who is 13 or 14 years old. Together, they walk to the reception desk and the man asks for a room.

Although the receptionist is not familiar with the policy of the hotel on such issues, he or she feels that child prostitution is wrong and wants to refuse entry to the tourist and the teenager, even though they might find a room in another hotel.

The directions for each actor in the role play are:

Receptionist: Refuse entry to foreign tourist and the man

Child sex offender: Insist on getting a room, offer additional cash, get angry, ask to speak to the manager.

Child: Stay at the side of the foreigner, answer questions if asked.

Other tourist: Stand and observe the conversation. Think of how a real tourist might feel in this case.

The remaining participants should divide into groups and sit in a way where they can all observe the role play being acted out. Each group is assigned a character in the role play. For instance, group 1 will observe the receptionist, group 2 will observe the offender who is trying to get a room with the child, group 3 will observe the child, etc. The participants in each group will be given a work sheet to make and record observations on each role.

After the role play has been acted out, the four groups will discuss amongst themselves what they observed and answer the questions provided on the answer sheets. This discussion session should last 15 minutes.

When all the groups have completed their discussions and recommendations based on the worksheets, they will present their conclusions to the larger group. In addition, the original volunteers will present how they felt as they acted out the role play.

## Tourism Venue Role Play

### Receptionist

#### Observations

1. How did the receptionist react to the man's request for a room (polite, angry, etc)?

2. What did s/he say to the man?

3. What was his/her body language?

4. How do you think s/he felt during the conversation?

#### Analysis

1. Was the receptionist's response efficient? How could it have been better?

2. What does the receptionist need to help him/her handle the situation?

## Tourism Venue Role Play

### Child Sex Tourist

#### Observations

1. What was the man's reaction to the receptionist's refusal?

2. How do you think he felt?

#### Analysis

1. Was the man aware of the legal consequences of sex with a child?

2. What are the man's options?

3. Do you think he is afraid of getting caught?

4. What do you think he will do? Why?



## Tourism Venue Role Play

### Child

#### Observations

1. What did you see the child do?

2. How would you describe his/her body language?

3. How do you think the child felt on the inside? Did he/she have these emotions?

#### Analysis

1. Why do you think the child is in this situation?

2. What would help the child feel able to ask for help?

3. How could the surrounding people help the child?

## Tourism Venue Role Play

### Other tourist standing in lobby

#### Observations

How did the tourist react to the situation?

#### Analysis

1. Should the tourist have intervened? Why?

2. Is it easier for the local tourist to intervene than the foreign one? Why?

3. How do you think the tourist felt?

4. What could the tourist do?

- During the conversation?
- Later during the vacation?
- When returning home?

## Sample Reporting Template (page 1)

### Reporting template for reporting of actual or suspected child-abuse cases

If you believe that a child's safety might be in danger, please complete this form to the best of your knowledge and send to:

(Fill in name of local authority or referral agency)

.....

(Fill in contact details)

.....

.....

Date of referral:

The referral made to (the person's name and organisation):

Head of Department's Signature:

About you

Your name:

Your job title:

Workplace:

Contact details:

About your concern

What is your concern?

Is this concern based on first-hand information or information divulged to you by someone else? (If so, who?)

Was this abuse observed or suspected?

Date and location of the alleged incident:

## Sample Reporting Template (page 2)

About the alleged abuser
Name:
Description:
Nationality:
Passport number:
Home address:
About the child
Name:
Description:
Nationality:
Please use space below to fill out any other relevant information:

## Sample policy and procedure for Code signatory

### Prevention of Child Abuse

#### Policies and Procedures

The commercial sexual exploitation of children is a criminal offense and any person who sexually abuses or exploits a child or attempts to sexual abuse or exploit a child under the age of 18 is committing a crime. We, as a responsible organisation, will respect this law by not allowing such activities to take place within our premises and will actively participate in promoting the prevention of such activities in the country.

If a staff member notices or is made to understand that a customer has a minor (person below 18) in their company, under suspicious circumstances, i.e. not a parent-child relationship, or siblings (brothers/sisters), etc.:

- Staff concerned must immediately alert supervisor of Department, Department Head, or Director.
- Person in charge of Department, Director or Manager, will alert General Manager or Human Resources Manager, or professionally approach the customer under suspicion.
- Director/Manager will advise customer that unless proof is made that it is a genuine family relationship, the hotel will follow its rules by refusing
  - 1) Access to rooms;
  - 2) Access to facilities;
  - 3) Access to entertainment complex; or
  - 4) To make reservations or bookings with other hotels or facilities on behalf of the said customer.
- If a customer is already registered as a hotel guest and is confronted by the staff for suspicious behaviour towards a minor, the Director or Manager will advise the customer on the rules of the hotel and request the customer either to release the minor immediately, or to leave the hotel or facility.
- If Front Desk/Guest Relations staff encounter a customer wanting to check in with a minor under suspicious circumstances, the staff will report the matter by following the same procedure described above. The Director or Manager then has the right to refuse to provide any room or facility to the said customer.
- The same procedure applies to staff in the restaurant(s) and entertainment complex of the hotel.
- The entertainment complex (discos, clubs, bars, etc.) of the hotel cannot by law allow anyone in under the age of 20, whether alone or in an adult's company.

## Code Implementation Reporting Form (long version)

Standard Report Form

**For reporting after the first year of implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**



### Foreword

Criterion 6 of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism foresees an annual reporting on the level of implementation of the Code of Conduct. The first annual report must be very comprehensive as it gives feedback on the overall changes inside the company after the signature of the Code of Conduct. The subsequent annual reports remain short and focused on the new measures and objectives achieved within the year and are best added as supplements to the first annual report.

First and foremost, the annual report allows the company to take stock of the efforts taken and the results achieved. Secondly, the necessary measures for improvement in future implementation of the Code of Conduct can be defined on the basis of this evaluation. Thirdly, the short annual report fulfils a central role in the overall international Code of Conduct context since the short annual report:

- allows sharing of experience and improvement of the tourism sector's skills on implementing the Code;
- encourages the adoption of the Code of Conduct by new tourism businesses;
- helps local Code representatives and the Executive Committee of "The Code"-organization to monitor and to follow the improvement of this project, based on the practical experience achieved so far, challenges met and inputs made by the signatory companies.

On the basis of the annual reporting, the signatory company is asked to undertake ongoing monitoring on the implementation of the Code of Conduct in close cooperation with the local Code representative. Please note that the Code of Conduct, originally elaborated by ECPAT Sweden, a member of ECPAT International,<sup>1</sup> and the UN World Tourism Organization (UNWTO), was developed for tour operators but as an efficient instrument, the Code of Conduct was quickly adopted by different kinds of businesses in travel and tourism. However, the six criteria of the Code – perfectly adapted to the work context of Tour Operators – cannot be implemented exactly the same way in other industries (i.e. hotels). Therefore, areas of implementation which are less or not at all relevant for the implementation of the Code of Conduct by hotels are signaled with \* while points especially important for hotels are signaled with \*\*. For small and independent hotels, only the minimum standards which are applicable are relevant and should otherwise be regarded as targets or objectives to strive towards.

<sup>1</sup> ECPAT International is a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation. The ECPAT acronym stands for 'End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes'. It is represented today in every region of the world by 77 organizations in 70 countries.

Please send the Standard Report Form to the local Code representative. To find the contact details of the local Code representative refer to [www.thecode.org](http://www.thecode.org) or contact:

**“The Code” Secretariat in New York:**

**Camelia Tepelus, [ctepelus@world-tourism.org](mailto:ctepelus@world-tourism.org), Ph: +1 718 935 9192, Fax: +1 718 935 9173  
c/o ECPAT USA, 157 Montague Street, Brooklyn NY 11201, USA**

**Contact details of the company**

Name of the company	
Head Office (address, phone number, home page)	
Name of the legal representative of the company	
Contact details (address, phone number, e-mail)	
Manager officially designated for the implementation of the Code of Conduct (name, contact details)	
Contact person (name, position, contact details)	
Date	
Date of signature of the Code of Conduct	
Local Code representative (contact person, contact details)	

**Signature ceremony for the Code of Conduct**

Date of signature of the Code of Conduct	
Location	
Framework event of the signature (signature event)	
Representatives of the company's management present at the signature event (name, position)	
Guests present during the signature event (name, position,)	
Means of information dissemination used	
Press work done for the signature and introduction of the Code of Conduct: <ul style="list-style-type: none"> <li>• press conference</li> <li>• press release</li> </ul>	
Media coverage of the signature and the introduction of the Code of Conduct e.g. in: <ul style="list-style-type: none"> <li>• print media (approximate number of articles)</li> <li>• television</li> <li>• radio</li> </ul>	
Which objectives did the company want to achieve with the signature event?	
Were these objectives be achieved? (please specify)	
Other comments	
Related attachments, please list:	



**Criterion 1: Establishment of an ethical policy regarding  
commercial sexual exploitation of children**

Please quote the corporate policy of your company regarding the protection of children from commercial sexual exploitation.	
<p>This corporate policy on the protection of children from sexual exploitation was incorporated into:</p> <ul style="list-style-type: none"> <li>• Strategic Corporate policy/principles</li> <li>• Corporate Social Responsibility policy</li> <li>• Specific policy on sustainable tourism</li> <li>• Other (please specify)</li> </ul>	<p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p>
When was this new corporate policy introduced?	
How has the company informed employees of the new policy?	
Were all employees be informed?	
What has been the feedback from the employees on the new policy?	
<p>Has the company also informed business partners about this new corporate policy?</p> <p>If yes, please specify what the feedback was?</p>	
Other comments	
Related attachments, please list:	

## Criterion 2: Training of personnel in the country of origin and in travel destinations

<p>When were the training sessions started?</p> <ul style="list-style-type: none"> <li>• in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many sessions of training were held during the first year:</p> <ul style="list-style-type: none"> <li>• in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many employees were trained in these sessions during the first year, (in absolute numbers and in percentage of total staff):</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many employees (in absolute numbers and in percentage of total staff) who were trained are:</p> <ul style="list-style-type: none"> <li>• in direct contact with customers in the company's country of origin</li> <li>• directly in contact with customers in destination countries</li> <li>• working in the management level in the country of company's origin</li> <li>• working at management level in the destination countries</li> </ul>	
<p>Who prepared the training sessions?</p>	
<p>Who led the training sessions?</p> <ul style="list-style-type: none"> <li>• external experts (local Code representative, legal advisers, etc.)</li> <li>• internal trainers</li> <li>• internal trainers in cooperation with external experts (local Code representative, legal advisers, etc.)</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Who?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> Who?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> Who?</p>
<p>Has training on the prevention of sexual exploitation of children become part of the normal service-quality and on-the-job training?</p>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>

<p>What is included as part of the training?</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Introduction to the Code of Conduct and the company's policy on the protection of children from sexual exploitation</li> <li>• Introduction on children rights and child protection</li> <li>• Legal framework of the customer's home country</li> <li>• Legal framework of particular destination countries</li> <li>• Case studies and management, (what to do when critical situations occur; etc.)</li> <li>• Other, please specify</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>Has the company produced training material for staff as part of the training?</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Training's book</li> <li>• Brochures</li> <li>• Leaflets</li> <li>• Other, please specify which</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> print run?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> print run?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> print run?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> print run?</p>
How was feedback from employees?	
What is the willingness of the employees at the destinations to work with the Code of Conduct?	
What processes are in place for employees to communicate cases of commercial sexual exploitation of children reported by customers?	
Have there already been cases or suspicions reported by customers and employees?	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:</p>
What are the main objectives of the training sessions?	
Were these objectives be achieved?	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:</p>
Other comments	
Related attachments, please list:	

**Criterion 3: Introduction of a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children**

Please quote the clause on the common repudiation of sexual exploitation of children to be used in contracts with service providers/suppliers.	
In how many new contracts (in absolute numbers and in percentage of total new contracts) with relevant service providers/suppliers (accommodation, ground transport, bars, etc.) has the company introduced this clause: <ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries?</li> </ul>	
In how many renewed contracts (in absolute numbers and in percentage of total renewed contracts) with relevant service providers/suppliers (accommodation, ground transport, bars, etc.) has the company introduced this clause: <ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries?</li> </ul>	
In how many memoranda of understanding with retailers (in absolute numbers and in percentage of total renewed/existing memoranda of understanding) has the company introduced this clause?	
How does the company inform service providers/suppliers on the Code of Conduct and the company's policy in this regard?	
How many service providers/suppliers (in absolute numbers and in percentage of total suppliers) has the company reached with the information about the Code of Conduct and the company's policy in this regard: <ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries?</li> </ul>	
Other comments	
Related attachments, please list:	

**Criterion 4: Information provision to customers (travellers) by means of catalogues, in-flight videos, ticket-slips, home pages, etc.**

When did your company started to provide customers with information on the Code of Conduct and the company's policy in this regard?																																																								
Which means of communication were used to disseminate information to customers on the Code of Conduct and the company's policy in this regard?	<table border="0"> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td>Print run:</td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td>Print run:</td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>No</td> <td><input type="checkbox"/></td> <td>Yes</td> <td><input type="checkbox"/></td> <td></td> </tr> </table>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	Print run:	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	Print run:	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>		No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	
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<ul style="list-style-type: none"> <li>* During the personal contact in travel agencies</li> <li>Catalogues, brochures, leaflets, posters, etc.</li> <li>Home page/Internet</li> <li>Email communication</li> <li>* In In-flight magazine</li> <li>* In a In-flight video</li> <li>* On Ticket-slips</li> <li>Visitor's book (at destination)</li> <li>During the Welcome event (inclusive information provision) at the destination</li> <li>Info board at reception desks</li> <li>** Info board in lobbies</li> <li>** Info board in elevators</li> <li>** Info board in restaurants/bars</li> <li>Other, please specify</li> </ul>																																																								
How many customers (in absolute numbers and in percentage of all customers approximately) your company were reached with these means of communication travelling to:																																																								
<ul style="list-style-type: none"> <li>All destinations</li> <li>Main destinations?</li> </ul>																																																								
What has been the feedback from customers on the new policy regarding the protection of children from commercial sexual exploitation?																																																								
Which objectives does the company want to achieve with such information provision to the customers?																																																								
Were these objectives be achieved?																																																								
Comments and related attachments:																																																								

**Criterion 5: Information provision on the Code of Conduct and  
the company's policy in this regards to local "key persons" at the destinations**

In which of the company's main destination countries has the company started with the information provision to "key persons"?	
How was information provision organised?	
Who are the local partners the company has defined as important "allies" in the fight against commercial sexual exploitation of children in the chosen destinations?	No <input type="checkbox"/> Yes <input type="checkbox"/> With whom?
Are local employees at the destinations collaborating with "key persons" for the prevention of commercial sexual exploitation of children?	No <input type="checkbox"/> Yes <input type="checkbox"/>
Are other signatory companies of the Code of Conduct operating at the chosen destinations?  If yes, has your company made contact with them for the implementation of criterion 5 of the Code of Conduct?	
What have been the company's main objectives in providing information to local "key persons"?	
Were these objectives be achieved? (please specify)	
At which destination does the company plan to start with the information provision to the "local key persons" in the next year?	
Other comments	
Related attachments, please list:	

**Criterion 6: Annual reporting on the stage of implementation  
of the Code of Conduct**

By when will the first annual reporting on the stage of implementation of the Code of Conduct be finished and submitted to the local Code representative?	
How has your company organised the information gathering inside the company for the preparation of this first annual report on the stage of implementation of the Code of Conduct?	
What will be the most important areas of information to monitor in order to better implement the Code of Conduct in the future?	
Has your company already held a meeting with the local Code representative as part of ongoing monitoring on the implementation of the Code of Conduct?  Please specify when, where and with whom.	
Other comments	
Related attachments, please list:	

### General considerations

<p>Does the company have a manager officially designated for the implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism?</p> <p>If yes, please specify fulltime or %part time:</p> <p>If not, please specify who in the company is responsible to coordinate the implementation process:</p>	<p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p>
<p>After one year of implementation of the Code of Conduct, do you think there have been sufficient human resources for implementing the Code?</p> <p>If not, please specify why.</p>	<p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p>
<p>Does the company have an extra annual budget line for the implementation of the Code of Conduct?</p>	
<p>After one year of implementation of the Code of Conduct, do you think there have been sufficient financial resources for implementing the Code?</p> <p>If not, please specify why.</p>	
<p>Other comments</p>	



### Objectives for the 2nd year of implementation

For criterion 1:	
For criterion 2:	
For criterion 3:	
For criterion 4:	
For criterion 5:	
For criterion 6:	
Others:	

Date, .....

Place, .....

This report reflects the work of.....(name of the company) with the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism for the period from.....until .....

I, .....(name),.....(position) on behalf of .....  
(company), hereby certify that the information provided is accurate.

## Code Implementation Reporting Form (short version)

Standard Report Form

**For reporting after the first year of implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**



**...(number) Short Standard Report Form of .....(company name)  
for the period of..... to.....**

### Foreword

Criterion 6 of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism foresees an annual report on the level of implementation of the Code of Conduct. The first annual report must be very comprehensive as it gives feedback on the overall changes made within the company after the signature of the Code of Conduct. The subsequent annual reports remain short and focused on the new measures taken and objectives achieved within the year.

Firstly, the completion of this short annual report allows the company to take stock of the efforts made and the results achieved. Secondly, the necessary measures for improvement in implementation of the Code of Conduct can be defined on the basis of this evaluation. Thirdly, the short annual report is critical at international level as the short annual report:

- allows sharing of experience and improvement of implementing the Code;
- encourages the adoption of the Code of Conduct by new tourism businesses;
- helps local Code representatives and the Executive Committee of “The Code” organization to monitor and to follow the improvement of this project, based on the practical experience achieved so far, challenges met and inputs made by the signatory members.
- Supports the accountability and transparency that the Code of Conduct requires to be a successful corporate social responsibility and quality-standard initiative.

On the basis of the annual reporting the signatory company is asked to undertake ongoing-monitoring on the implementation of the Code of Conduct in close cooperation with the local Code representatives. Please note that the Code of Conduct, originally elaborated by ECPAT Sweden, a member of ECPAT International,<sup>2</sup> and the UN World Tourism Organization (UNWTO), was developed for tour operators but as an efficient instrument, the Code of Conduct was quickly adopted by different kinds of businesses in travel and tourism. However, the six criteria of the Code – perfectly adapted to the work context of Tour Operators – cannot be implemented exactly the same way in other industries (i.e. hotels). Therefore, areas

<sup>2</sup> ECPAT International is a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation. The ECPAT acronym stands for ‘End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes’. It is represented today in every region of the world by 77 organizations in 70 countries.

of implementation which are less or not at all relevant for the implementation of the Code of Conduct by hotels are signaled with \* while points especially important for hotels are signaled with \*\*. For small and independent hotels, only the minimum standards which are applicable are relevant and should otherwise be considered as targets or objectives to strive towards.

Please send the Standard Report Form to the local Code representative. To find the contact details of the local Code representative refer to [www.thecode.org](http://www.thecode.org) or contact:

**“The Code” Secretariat in New York:**

**Camelia Tepelus, [ctepelus@world-tourism.org](mailto:ctepelus@world-tourism.org), Ph: +1 718 935 9192, Fax: +1 718 935 9173  
c/o ECPAT USA, 157 Montague Street, Brooklyn NY 11201, USA**

**Contact details of the company**

Name of the company	
Head Office (address, phone number, home page)	
Name of the legal representative of the company	
Contact details (address, phone number, e-mail)	
Manager officially designated for the implementation of the Code of Conduct (name, contact details)	
Contact person (name, position, contact details)	
Date	
Date of signature of the Code of Conduct	
Local Code representative (contact person, contact details)	

**Criterion 1: Establishment of an ethical policy regarding commercial sexual exploitation of children**

<p>Has the corporate policy of your company regarding the protection of children from commercial sexual exploitation changed?</p> <p>If yes, please quote the new corporate policy.</p>	<p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p>
<p>Has the corporate policy of your company regarding the protection of children from commercial sexual exploitation changed in terms of the strategic document where it is contained?</p> <p>If yes, please describe the new corporate policy and the shift of the policy regarding CSEC.</p>	<p>No <input type="checkbox"/>      Yes <input type="checkbox"/></p>
<p>Other comments</p>	
<p>Related attachments, please list:</p>	

**Criterion 2: Training of the personnel in the country of origin  
and in the travel destinations**

<p>How many training sessions have been held during the reporting period:</p> <ul style="list-style-type: none"> <li>• in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many employees were trained during the reporting period (in absolute numbers and in percentage of total staff):</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>The training sessions held during the reporting period involved employees (in absolute numbers and in percentage of total staff) who are:</p> <ul style="list-style-type: none"> <li>• * in direct contact with customers in the company's country of origin</li> <li>• in direct contact with customers in destination countries</li> <li>• working at management level in the company's country of origin</li> <li>• working at management level in the destination countries</li> </ul>	
<p>The training sessions held during the reporting period involved how many new employees (in absolute numbers and in percentage of total new staff) who are:</p> <ul style="list-style-type: none"> <li>• * in direct contact with customers in the company's country of origin</li> <li>• in direct contact with customers in destination countries</li> <li>• working at management level in the company's country of origin</li> <li>• working at management level in the destination countries</li> </ul>	
<p>Who has led the training sessions?</p> <ul style="list-style-type: none"> <li>• external experts (local Code representatives, legal advisers, etc.)</li> <li>• internal trainers</li> <li>• internal trainers in cooperation with external experts (local Code representatives, legal advisers, etc.)</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Who?</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>

<p>Has the training on the prevention of sexual exploitation of children already become part of the normal service-quality and on-the-job training?</p> <p>If not, please specify to which category this training belongs in the company's structure</p>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>Has the company produced new training materials to distribute to the staff during the training? E.g.:</p> <ul style="list-style-type: none"> <li>• Training's book</li> <li>• Brochures</li> <li>• Leaflets</li> <li>• Other, please specify which</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Print run:</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> Print run:</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> Print run:</p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/> Print run:</p>
<p>What is the feedback from employees on the trainings?</p>	
<p>Have follow-up trainings been organised for employees who have already participated in an initial training?</p> <p>If not, please specify from when on such follow-up trainings are foreseen and for which employees.</p>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>What is the willingness of employees to engage with the Code of Conduct at the destinations?</p>	
<p>What processes are in place for employees to communicate cases of commercial sexual exploitation of children reported by customers?</p>	
<p>During the period of reporting have there been new cases or suspicions reported by customers and employees?</p> <p>If yes, please elaborate.</p>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Which?</p>
<p>Other comments</p>	
<p>Related attachments, please list:</p>	

**Criterion 3: Introduction of a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children**

<p>Has the clause on the common repudiation of sexual exploitation of children to be used in contracts with service providers/suppliers changed?</p> <p>If yes, please quote the new clause.</p>	
<p>In how many <b>new contracts</b> (in absolute numbers and in percentage of total new contracts) with relevant service providers/suppliers (accommodations, ground transport, bars, etc.) has the company introduced this clause during the reporting period:</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries?</li> </ul>	
<p>In how many <b>renewed contracts</b> (in absolute numbers and in percentage of total renewed contracts) with relevant service providers/suppliers (accommodations, ground transport, bars, etc.) has the company introduced this clause during the reporting period:</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries?</li> </ul>	
<p>In how many memoranda of understanding with retailers (in absolute numbers and in percentage of total new and existing memoranda of understanding) has the company introduced this clause during the period of reporting?</p>	
<p>How many service providers/suppliers (in absolute numbers and in percentage of total suppliers) has the company reached with information about the Code of Conduct and the company's policy in this regard:</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries?</li> </ul>	
<p>Other comments</p>	
<p>Related attachments, please list:</p>	

**Criterion 4: Information provision to customers (travellers) by means of catalogues, in-flight videos, ticket-slips, home pages, etc.**

<p>In the reporting period, has the company started to use new means of communication to inform its customers of the Code of Conduct and the company's policy in this regard?</p> <p>If yes, please specify which. In case of printed materials, please specify the print run for each.</p>	
<p>How many customers (in absolute numbers and in percentage of all customers approximately) did your company reach with information on the Code of Conduct who were travelling to:</p> <ul style="list-style-type: none"> <li>• All destinations</li> <li>• Main destinations?</li> </ul>	
<p>What is the feedback from the customers?</p>	
<p>Other comments</p>	
<p>Related attachments, please list:</p>	



**Criterion 5: Information provision on the Code of Conduct and the company's policy  
in this regards to local "key persons" at the destinations**

In which of the company's main destination countries has the company already started to provide information to "key persons"?	
At which new destinations the company started to provide information to "key persons" during the reporting period?	
Who are the local partners the company has defined as important "allies" in the fight against commercial sexual exploitation of children in these destinations?	
Are local employees at the destinations collaborating with "key persons" for the prevention of commercial sexual exploitation of children?	
Are other signatory-companies of the Code of Conduct operating at the chosen destinations?	
If yes, has your company made contact with them for the implementation of criterion 5 of the Code of Conduct?	
What are the company's main objectives in providing information to local "key persons"?	
Were these objectives be achieved? (please specify)	
At which destinations does the company plans to start information provision to "local key persons" in the next year?	
Other comments	
Related attachments, please list:	

**Criterion 6: Annual reporting on the level of implementation of the Code of Conduct**

How has the information gathering inside the company for the preparation of the short annual report functioned this time?	
Has your company held a meeting with the local Code representative regarding ongoing monitoring of the implementation of the Code of Conduct during the reporting period ?  Please specify when, where and with whom.	
Other comments	
Related attachments, please list:	

### General considerations

During the reporting period, has responsibility for the coordination of the implementation of the Code of Conduct changed at the level of management?	No <input type="checkbox"/> Yes <input type="checkbox"/> If yes, please specify how:
During the reporting period have human resources been sufficient to reach the defined objectives?  If not, please specify why and if there is already a proposed a solution.	Yes <input type="checkbox"/> No <input type="checkbox"/>
During the reporting period have financial resources been sufficient to reach the defined objectives?  If not, please specify why and if there is already a proposed a solution.	Yes <input type="checkbox"/> No <input type="checkbox"/>
During the reporting period have there been enough awareness-raising materials distributed to reach defined objectives?  If not, please specify why and if there is already a proposed a solution.	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are there any major organisational problems in the implementation of the Code of Conduct?  If yes, please specify what these are and if there is already a proposed solution.	
Please describe the cooperation between your company and partners (local Code representatives, the Executive Committee of "The Code"-organizationn, child rights organisations, police at the destinations, etc.) and whether this has been satisfactory to date?	
Other comments	

### Objectives for the .... year of implementation

For criterion 1:	
For criterion 2:	
For criterion 3:	
For criterion 4:	
For criterion 5:	
For criterion 6:	
Others:	

Date, .....

Place, .....

This report reflects the work of.....(name of the company) with the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism for the period from.....until .....

I, .....(name),.....(position) on behalf of ..... (company), hereby certify that the information provided is accurate.

## Code of Conduct Information Sheet

Information Sheet

**Signing procedure and implementation process for the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**



### Foreword

Your company has expressed interest in signing and implementing the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. The Code of Conduct is a comprehensive prevention tool, which operates simultaneously at different levels within and outside the company. To achieve the most efficient, effective and sustainable implementation of the Code of Conduct by the signatory company, a solid preparation process is needed. This information sheet describes and explains the standard procedure, from preparation and signature to full implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

The Code of Conduct is an instrument of self-regulation and corporate social responsibility, which provides increased protection to children from sexual exploitation in travel and tourism. In order to be able to reach this objective, the Code of Conduct demands a high commitment from all levels of decision-making and operation within the signatory company. The signatory companies of the Code of Conduct decide on and monitor the quality standard of the worldwide implementation of the Code of Conduct at the Annual General Meeting (AGM) of "The Code" organization as full members.

Please note that the Code of Conduct, originally elaborated by ECPAT Sweden, a member of ECPAT International<sup>3</sup>, and the UN World Tourism Organization (UNWTO), was developed for tour operators but as an efficient instrument, the Code of Conduct was quickly adopted by different kinds of businesses in travel and tourism. However, the six criteria of the Code – perfectly adapted to the work context of Tour Operators – cannot be implemented exactly the same way in other industries (i.e. hotels). Therefore, areas of implementation which are less or not at all relevant for the implementation of the Code of Conduct by hotels are signaled with \* while points especially important for hotels are signaled with \*\*. For small and independent hotels, only the minimum standards which are applicable are relevant and should otherwise be considered as targets or objectives to strive towards.

For further information please refer to [www.thecode.org](http://www.thecode.org) or to

**"The Code" Secretariat in New York:**

**Camelia Tepelus, [ctepelus@world-tourism.org](mailto:ctepelus@world-tourism.org)**

**c/o ECPAT USA, 157 Montague Street, Brooklyn NY 11201, USA**

**Ph: +1 718 935 9192, Fax: +1 718 935 9173**

To find the contact details of the local Code representative in your country, please refer also to the website [www.thecode.org](http://www.thecode.org).

<sup>3</sup> ECPAT International is a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation. The ECPAT acronym stands for 'End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes'. It is represented today in every region of the world by 77 organizations in 70 countries.

## **The Code of Conduct: a short overview**

The Code of Conduct consists of six criteria. The minimum standards indicated for the implementation of each criteria have been approved by the Annual General Meeting (AGM) of "The Code" organization and are regarded as benchmarks for defining the objectives which should be achieved in a given timeframe. As the situation and resources of each signatory company are different, the minimum standards vary in feasibility for each signatory company. Because of this, the minimum standards should be regarded as implementation targets and not as compulsory objectives to be reached within the given timeframe. The minimum standards serve on one hand as objectives, on the other hand as indicators for the regular evaluation process.

The Code of Conduct consists of the following six criteria:

### **Criterion 1: Establishment of an ethical policy regarding commercial sexual exploitation of children**

The signatory company elaborates and adopts a written corporate policy against commercial sexual exploitation of children. Furthermore, the company informs all its employees about the Code of Conduct and the company's policy in this regard.

The introduction of such a policy is due within a year after the signature of the Code of Conduct.

### **Criterion 2: Training of employees in the country of origin and the travel destination**

The personnel of the signatory company as well as agents, contracted hotel staff, regardless of their nationality, sector of responsibility and terms of employment, have to be informed and trained in the Code of Conduct and its contents. As part of the service quality system, employees must be kept constantly aware of the issue of commercial sexual exploitation of children. In addition, internal information regarding this issue has to be available and shared via the existing communication channels.

In the first year of implementation of the Code of Conduct, this training should reach:

- \* 50% of the employees directly in contact with customers in the company's country of origin
- 20% (\*\*40%) of the employees directly in contact with customers in all destination countries
- 30% (\*\*50%) of the employees directly in contact with customers in the main destination countries
- 30% of the employees on the management level.

### **Criterion 3: Introduction of a clause in contracts with service providers/suppliers stating a common repudiation of commercial sexual exploitation of children**

Such a clause in the contract between the signatory company and its service providers/suppliers stipulates that the contract will be cancelled in the case that the supplier does not meet the commitments regarding the repudiation of commercial sexual exploitation of children in its activities or on its premises. Repudiation in this regard means to neither actively facilitate in any way commercial sexual exploitation of children nor to passively tolerate it. If the contracted partner should be found to facilitate in any way or to tolerate commercial sexual exploitation of children in its activities or on its premises, the contract will be annulled. If possible, the Code of Conduct has to be made available to each contracted service provider/supplier and to be translated into the language of each recipient country. In addition, the retailers of the signatory company need to be informed about the Code of Conduct and the company's policy in this regard, therefore a clause will be introduced into the memorandum of understanding between the signatory company and its retailers where such a memorandum of understanding exists.

During the first year of implementation of the Code of Conduct, such a clause should be introduced in contracts with relevant service providers/suppliers (hotels, ground transport, restaurants, bars, etc.):

In case of new contracting:

- \* in 50% of the contracts made in the company's country of origin
- in 60% of the contracts made in all destination countries
- in 75% of the contracts made in the main destination countries

In case of renewed contracting:

- \* in 50% of the contracts made in the company's country of origin
- in 60% of the contracts made in all destination countries
- in 75% of the contracts made in the main destination countries

In case of memoranda of understanding with retailers:

- in 30% of new and existing memoranda of understanding with retailers

Furthermore, the signatory company provides information to its service providers/suppliers (including the ones not contracted) on the Code of Conduct and the company's policy in this regard and should reach within a year after the signature:

- \* 90% of suppliers in the company's country of origin
- 75% of suppliers in all destination countries
- 80% of suppliers in the main destination countries

**Criterion 4: Provision of information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.**

The signatory company commits to inform the customer (traveler) about commercial sexual exploitation of children in tourism, of the Code of Conduct and the company's policy in this regard. Furthermore, the signatory company enables the customer to report potential cases of commercial sexual exploitation of children.

During the first year of implementation, such information should reach the following percentage of all signatory company's customers:

- 50% of the ones traveling to all destinations
- 75% of the ones traveling to the main destination countries
- 90% of the ones traveling to destinations known to be affected by child sex tourism

**Criterion 5: Information provision on the Code of Conduct and the company's policy in this regard to "local key persons" at the destinations**

An efficient way in which the signatory company can contribute to the protection of children from commercial sexual exploitation in travel and tourism is through information provision to "local key persons". "Key persons" are considered to be those at the travel destination with whom the signatory company cooperates without having a contract. These persons/parties include individuals, which usually have substantial contact with customers (e.g. restaurant and bar owners, taxi drivers) as well as persons having an influence in the community (e.g. decision makers, politicians, the local Code representative, child rights organizations). Furthermore, the police and labor unions are identified as key persons in the fight against commercial sexual exploitation of children. The signatory company informs these key persons at the destinations on the Code of Conduct and the company's policy with regard to child sex tourism. The implementation of the criteria 5 is one of the most important for the protection of children from

sexual exploitation and at the same time the most challenging one of all six criteria, especially for companies operating in the majority of destination countries. When signatory companies put energy in the networking in the destination countries, the protection of children in their companies stands a greater chance of success. Also, stronger cooperation between different signatory companies at one destination would improve the effectiveness of the common efforts. Signatory companies commit to start each year the information provision to local key persons at one more of their main destinations (e.g. country, region, city).

#### **Criterion 6: Annual reporting on the level of implementation of the Code of Conduct for the protection of children from sexual exploitation in travel and tourism**

Signatory companies report on an annual basis on the level of implementation of the first five criteria. The elaboration of such an annual report allows the signatory company to take stock of the efforts made and the corresponding results achieved. This evaluation also reveals the necessary measures for improvement in the implementation of the Code of Conduct. Finally, the annual report fulfills a central role in the overall international Code of Conduct context as the annual report:

- allows sharing of experience and achieving improvement of the tourism sector's skills on implementing the Code;
- helps local Code representatives and the Executive Committee of "The Code"-organization to monitor and to follow the implementation of this project, based on practical experiences so far, challenges met and inputs made by signatory companies.

The preparation phase and the implementation process of the Code of Conduct in the company are completed in collaboration with the local Code representative. The same happens in the evaluation phase: on the basis of the annual reporting process, the signatory company does an ongoing-monitoring of the implementation of the Code of Conduct in close cooperation with the local Code representative.

Each year, the signatory company is asked to complete an annual standard report form and to organize a meeting with the local Code representative for the ongoing-monitoring.

#### **Standard procedure for signing and implementing the Code of Conduct by tour operators and hotels**

##### **Step 1: Interest in the Code of Conduct:**

Companies interested in the Code of Conduct find all the information about the six criteria and the Standard procedure for signing and implementing of the Code of Conduct in the general Information Sheet (in hand). The Information Sheet is available on the website of "The Code" organization ([www.thecode.org](http://www.thecode.org)) and is distributed by "The Code" Secretariat and the local Code representatives.

##### **Step 2: Application to sign and implement the Code of Conduct**

Upon request at "The Code" Secretariat in New York (refer to the contact details on page 1), the company receives an Application Form (refer to the Application Form) to confirm its interest to sign and implement the Code of Conduct. The completed Application Form will be sent to the "The Code" Secretariat in New York. The following step – the elaboration of an Action Plan (compare with Step 3) – will serve the Executive Committee of The Code as a basis for endorsing the company's application for signature of the Code of Conduct.



### **Step 3: Elaboration and submission of an Action Plan**

After having sent in the Application Form, the applying company receives an Action Plan Form (refer to Action Plan Form) from “The Code” Secretariat in New York. Together with the local Code representative, the company discusses and drafts an Action Plan including objectives, measures and timeframe. The Action Plan should aim at the achievement of the minimum standards for implementation (refer to “The Code of Conduct: a short overview from page 2 on and to the Annex: Minimum standards). The drafted Action Plan will be submitted to the local Code representative, which sends the draft to the Executive Committee of The Code together with a recommendation to approve the application of the company for signature of the Code of Conduct. In the next Executive Committee Meeting the application will be discussed and right after the meeting the applicant will be informed by “The Code” Secretariat in New York if the necessary conditions for signature are deemed to be in place.

### **Step 4: Signature of the Code of Conduct**

The company will sign together with the local Code representative and a representative of the international Executive Committee of The Code of Conduct the Agreement for the Implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (please see also the Agreement Form).

### **Step 5: Implementation of the Code of Conduct**

The signatory company nominates a person, which is responsible for the coordination of the implementation of the 6 criteria on the basis of the submitted Action Plan.

### **Step 6: Ongoing-monitoring of the implementation process**

One year after the signature of the Code of Conduct, the first annual report is due. This first annual reporting is very comprehensive as it gives feedback on the overall changes inside the company after the signature (refer to Standard Report Form). The subsequent annual reports remain short and focused on the new measures taken and objectives achieved within a year (refer to Short Standard Report Form). On the basis of these annual reporting, the signatory company undertakes an ongoing-monitoring and progress assessment process in close cooperation with the local Code representative. In this context, the signatory company guarantees the local Code representative to be able to get in contact with employees and customers in order to understand their level of awareness on the issue of sexual exploitation of children in tourism. Occasionally, the Executive Committee of The Code and/or the local Code representative undertakes announced spot visits to the premises of signatory companies to evaluate the level of implementation on the spot.

## Code of Conduct Application Form

Application Form

**Expression of interest for signature and implementation  
of the Code of Conduct for the Protection of Children from  
Sexual Exploitation in Travel and Tourism**



### Foreword

Your company has expressed interest in signing and implementing the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. The Code of Conduct is a comprehensive prevention instrument, which works simultaneously at different levels within and outside the company. To get the most efficient, effective and sustainable implementation of the Code of Conduct by the signatory company, a solid preparation process is needed. The preparation as well as the implementation process of the Code of Conduct in the company is followed and supported by the local Code representative and reported about to "The Code" Secretariat in New York.

The following questionnaire supports the preparation process by asking questions about the company's commitment, resources, experiences, potential challenges and limits in the implementation of the Code of Conduct. The analysis made with this questionnaire serves later as basis for the preparation of the Action Plan.

After receipt of this Application Form, "The Code" Secretariat in New York will send the Action Plan Form to the applicant company. The following step, which is the development of an Action Plan, allows the Executive Committee of "The Code" organization to approve the application of the company for signature of the Code of Conduct.

Please note that the Code of Conduct, originally elaborated by ECPAT Sweden, a member of ECPAT International<sup>4</sup>, and the UN World Tourism Organisation (UNWTO), was developed for tour operators but as an efficient instrument, the Code of Conduct was quickly adopted by different kinds of businesses in travel and tourism. However, the six criteria of the Code – perfectly adapted to the work context of Tour Operators – cannot be implemented exactly the same way in other industries (i.e. hotels). Therefore, areas of implementation which are less or not at all relevant for the implementation of the Code of Conduct by hotels are signaled with \* while points especially important for hotels are signaled with \*\*. For small and independent hotels, only the minimum standards which are applicable are relevant and should otherwise be considered as targets or objectives to strive towards.

Please send the Application Form to "The Code"-Secretariat in New York.

### **"The Code" Secretariat in New York:**

**Camelia Tepelus, [ctepelus@world-tourism.org](mailto:ctepelus@world-tourism.org)**

**c/o ECPAT USA, 157 Montague Street, Brooklyn NY 11201, USA**

**Ph: +1 718 935 9192, Fax: +1 718 935 9173**

<sup>4</sup> ECPAT International is a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation. The ECPAT acronym stands for 'End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes'. It is represented today in every region of the world by 77 organizations in 70 countries.

### Contact details of the company

Name of the company	
Head Office (address, phone number, home page)	
Name of the legal representative of the company	
Contact details (address, phone number, e-mail)	
Contact person (name, position, contact details)	
Date	
Date of signature of the Code of Conduct	
Local Code representative (contact person, contact details)	

### Information about the company

Type of company operations																																																									
Legal status of the company																																																									
Number of employees (approximate)																																																									
Number of customers per year (approximate)																																																									
Main nationalities of the company's customers																																																									
Turnover per year (approximate)																																																									
Operating in which countries																																																									
Operating in which destination countries																																																									
Main destination countries																																																									
Number of employees in (all) destination countries (approximate)																																																									
Number of contracted service providers/suppliers																																																									
Which means of communication does your company use for providing information to customers?	<div>Estimated percentage of customers reached:</div> <table border="0"> <tr> <td>• Personal contact in travel agencies</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Catalogues, brochures, leaflets, posters, etc.</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Home page/Internet</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Email</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• * In-flight magazine</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• * In-flight video</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• * Ticket-slips</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Visitor's book (at destination)</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Welcome event (inclusive information provision) at the destination</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Info board at reception desks</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• ** Info board in lobbies</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• ** Info board in elevators</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• ** Info board in restaurants/bars</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> <tr> <td>• Other (%), please specify</td> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> <td>%:</td> </tr> </table>	• Personal contact in travel agencies	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Catalogues, brochures, leaflets, posters, etc.	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Home page/Internet	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Email	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• * In-flight magazine	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• * In-flight video	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• * Ticket-slips	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Visitor's book (at destination)	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Welcome event (inclusive information provision) at the destination	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Info board at reception desks	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• ** Info board in lobbies	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• ** Info board in elevators	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• ** Info board in restaurants/bars	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:	• Other (%), please specify	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:
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• ** Info board in restaurants/bars	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:																																																						
• Other (%), please specify	No <input type="checkbox"/>	Yes <input type="checkbox"/>	%:																																																						
Travel services/arrangements sold through retailers (%)																																																									

### Information on the company's tourism focus

<p>Approximate division between</p> <ul style="list-style-type: none"> <li>* Outgoing Tourism (%)</li> <li>Incoming Tourism (%)</li> <li>Inland Tourism (%)</li> </ul>	
<p>Ownership by the company:</p> <ul style="list-style-type: none"> <li>* Air transport facilities</li> <li>Ground Transport facilities</li> <li>Accommodation</li> <li>Restaurants/Bars</li> </ul>	
<p>* Tourism services provided by the company:</p> <ul style="list-style-type: none"> <li>Packaged Tours (all inclusive) (%)</li> <li>Hotel reservation (%)</li> <li>Flight bookings (%)</li> <li>Guided tours (%)</li> </ul>	
<p>Main tourism activities provided by the company:</p> <ul style="list-style-type: none"> <li>Leisure Resorts (%)</li> <li>Sightseeing Tours (%)</li> <li>Adventure Tourism (outdoor activities) (%)</li> <li>Sports (skiing, biking, diving, etc.)</li> <li>Business</li> </ul>	

## The company and its experiences in the Corporate Social Responsibility field

Does the company have a Corporate Social Responsibility policy?	No <input type="checkbox"/> Yes <input type="checkbox"/>
Does the company already have guidelines, statements or principles in the field of <ul style="list-style-type: none"> <li>• Environmental policies</li> <li>• Social policies</li> <li>• Sustainable development policies?</li> </ul>	No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/>
The company already <ul style="list-style-type: none"> <li>• has signed any Code of Conduct</li> <li>• uses any quality label</li> <li>• is ISO-certificated?</li> </ul>	No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/>
If yes, specify which and since when:	
If yes, specify which and since when: <ul style="list-style-type: none"> <li>• environmental manager</li> <li>• social policy manager</li> <li>• sustainable development manager</li> </ul>	No <input type="checkbox"/> Yes <input type="checkbox"/> fulltime <input type="checkbox"/> part time <input type="checkbox"/> %: No <input type="checkbox"/> Yes <input type="checkbox"/> fulltime <input type="checkbox"/> part time <input type="checkbox"/> %: No <input type="checkbox"/> Yes <input type="checkbox"/> fulltime <input type="checkbox"/> part time <input type="checkbox"/> %:
The company has an extra annual budget line for <ul style="list-style-type: none"> <li>• environmental projects</li> <li>• social policy projects</li> <li>• sustainable development projects</li> </ul>	No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/>

**The company and the protection of children from sexual exploitation  
in travel and tourism**

Sexual exploitation of children in travel and tourism is/has become a visible problem where the company works?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:
Has the company already taken action for the protection of children from sexual exploitation in travel and tourism?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:
What are the main motivations of the company to sign the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism?	
At which levels of the management has the signing of the Code of Conduct been discussed so far?	
Are there any doubts, major challenges, questions etc. that remain unresolved or unclear concerning the signing and implementation of the Code of Conduct?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:
Does the company need additional information or external know-how to overcome these challenges?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify:
Does the company plan to introduce an extra annual budget line for the implementation of the Code of Conduct?	No <input type="checkbox"/> Yes <input type="checkbox"/>

Date, ..... Place, .....  
 I, .....(name), .....(position) on behalf of .....  
 (company), hereby certify that the information provided is accurate.

Furthermore, with this Application Form, I, ..... (name), .....  
 (position) on behalf of .....(company), hereby confirm that ..... (company)  
 is planning to sign and implement the Code of Conduct for the Protection of Children from Sexual  
 Exploitation in Travel and Tourism by .....(estimated date).

## Code of Conduct Action Plan

Action Plan Form

**To sign and implement the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**  
**Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**



### Foreword

Your company has decided to sign and implement the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. The Code of Conduct is a comprehensive prevention tool, which operates simultaneously at different levels within and outside the company. To achieve the most efficient, effective and sustainable implementation of the Code of Conduct by the signatory company, a solid preparation process, including an Action Plan, with timeframes and concrete objectives is needed. The preparation of this Action Plan is done by the company in close cooperation with the local Code representative. Once a draft Action Plan is ready, the local Code representative will send it to the Executive Committee of “The Code” organization along with a recommendation to endorse the application of the company for signature of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

The following standard Action Plan should be considered as a guiding document. However, deadlines and concrete objectives are given because these are necessary to guarantee an effective implementation process. The minimum standards for the implementation of each criteria (refer to the “Annex: Minimum standards”) are approved by the Annual General Meeting of “The Code” organization and should be regarded as benchmarks to be achieved in a given timeframe. However, because the situation and resources of each signatory company are different, the minimum standards vary in feasibility for each signatory company. Because of this, the minimum standards should also be regarded as desirable targets rather than compulsory benchmarks that must be reached in the foreseen timeframe by each signatory company. The minimum standards serve on one hand as objectives, on the other hand as indicators for regular evaluation of the implementation process. The signatory company is asked to explain to the local Code representative if and why the minimum standards cannot be implemented in the given timeframe. In addition the signatory company should define a strategy on how to overcome these obstacles in order to be able to reach the minimum standard of implementation at a later stage.

**Please note that the Code of Conduct, originally elaborated by ECPAT Sweden, a member of ECPAT International,<sup>5</sup> and the UN World Tourism Organization (UNWTO), was developed for tour operators but as an efficient instrument, the Code of Conduct was quickly adopted by different kinds of businesses in travel and tourism. However, the six criteria of the Code – perfectly adapted to the work context of Tour Operators – cannot be implemented exactly the same way in other industries (i.e. hotels).**

<sup>5</sup> ECPAT International is a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation. The ECPAT acronym stands for ‘End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes’. It is represented today in every region of the world by 77 organizations in 70 countries.



Therefore, areas of implementation which are less or not at all relevant for the implementation of the Code of Conduct by hotels are signaled with \* while points especially important for hotels are signaled with \*\*. For small and independent hotels, only the minimum standards which are applicable are relevant and should otherwise be regarded as targets or objectives to strive towards. Please send the draft Action Plan to the local Code representative.

To find the contact details of the local Code representative refer to [www.thecode.org](http://www.thecode.org) or contact:

**The Code Secretariat:**

**Camelia Tepelus, [ctepelus@unwto.org](mailto:ctepelus@unwto.org)**

**c/o ECPAT USA, 157 Montague Street, Brooklyn NY 11201, USA**

**Ph: +1 718 935 9192, Fax: +1 718 935 9173**

**Contact details of the company**

Name of the company	
Head Office (address, phone number, home page)	
Name of the legal representative of the company	
Contact details (address, phone number, e-mail)	
Contact person (name, position, contact details)	
Date	
Date of signature of the Code of Conduct	
Local Code representative (contact person, contact details)	

### Signature of the Code of Conduct

Intended date for the signature of the Code of Conduct	
Company Representative to sign Code of Conduct (name, position)	
Location	
Side-Objectives to be achieved with the signing of the Code of Conduct	
Context of the signature, e.g.: <ul style="list-style-type: none"> <li>• Travel Trade fair/market/workshop</li> <li>• Code of Conduct information day for employees/customers/public</li> <li>• Start of holiday season</li> <li>• Code of Conduct launching/kick-off event with VIPs</li> <li>• Launching of the company's general Corporate Social Responsibility policy</li> <li>• Annual statement of accounts</li> <li>• Annual shareholder's assembly</li> <li>• Other (please specify)</li> </ul>	
Guests to be invited for the signature moment, e.g.: <ul style="list-style-type: none"> <li>• Local Code representative</li> <li>• Members of parliament</li> <li>• Representatives of national tourism umbrella organizations</li> <li>• Ambassadors of destination countries</li> <li>• National/international celebrities</li> <li>• Other (please specify)</li> </ul>	
Means of public information, e.g.: <ul style="list-style-type: none"> <li>• press conference/event/release</li> <li>• public events</li> <li>• other (please specify)</li> </ul>	
Other comments	

**Actions planned to implement the six criteria of the Code of Conduct for the Protection  
of Children from Sexual Exploitation in Travel and Tourism**

**Criterion 1: Establishment of an ethical policy regarding commercial  
sexual exploitation of children**

<p>The company has e.g. a:</p> <ul style="list-style-type: none"> <li>• Strategic Corporate policy/principles</li> <li>• Corporate Social Responsibility policy</li> <li>• Specific policy on sustainable tourism</li> <li>• Others (please specify)</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>The corporate policy on the protection of children from sexual exploitation in travel and tourism is planned to be incorporated into in e.g.:</p> <ul style="list-style-type: none"> <li>• Strategic Corporate policy/principles</li> <li>• Corporate Social Responsibility policy</li> <li>• Specific policy on sustainable tourism</li> <li>• Other (please specify)</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>Sharing of new policy with employees will be done by:</p> <ul style="list-style-type: none"> <li>• Information event</li> <li>• Circular mail</li> <li>• Employee's meeting</li> <li>• Other (please specify)</li> </ul>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/> Yes <input type="checkbox"/></p>
<p>Will the new policy be shared with company business partners?</p>	<p>No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify how:</p>

**Criterion 2: Training of the personnel in the country of origin  
and in travel destinations**

<p>Total number of employees:</p> <ul style="list-style-type: none"> <li>• In the company's country of origin</li> <li>• In all destination countries</li> <li>• In the main destination countries</li> </ul>	
<p>Number of employees directly in contact with customers:</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>Number of employees on the management level:</p> <ul style="list-style-type: none"> <li>• in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>Number of new employees per year (approximate):</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many sessions of training are planned during the first year:</p> <ul style="list-style-type: none"> <li>• in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>How many employees are to be trained during the first year:</p> <ul style="list-style-type: none"> <li>• * in the company's country of origin</li> <li>• in all destination countries</li> <li>• in the main destination countries</li> </ul>	
<p>During the first year how many employees are to be trained who are:</p> <ul style="list-style-type: none"> <li>• * directly in contact with customers in the company's country of origin</li> <li>• directly in contact with customers in destination countries</li> <li>• working at management level in the company's country of origin</li> <li>• working at management level in the destination countries</li> </ul>	

<p>Who will prepare the training sessions:</p> <ul style="list-style-type: none"> <li>• external experts (local Code representative, legal advisers, etc.)</li> <li>• internal trainers</li> <li>• internal trainers in cooperation with external experts</li> </ul>	
<p>Who will lead the training sessions:</p> <ul style="list-style-type: none"> <li>• external experts (local Code representatives, legal advisers, etc.)</li> <li>• internal trainers</li> <li>• internal trainers in cooperation with external experts (local Code representatives, legal advisers, etc.)</li> </ul>	
<p>Will the training on the prevention of sexual exploitation of children be part of the normal service-quality and on-the-job training?</p>	
<p>Will the following be included in the training? E.g.:</p> <ul style="list-style-type: none"> <li>• Introduction to the Code of Conduct and the company's policy on the protection of children from sexual exploitation in travel and tourism</li> <li>• Introduction to children rights and child protection</li> <li>• Legal framework of the customer's home country</li> <li>• Legal framework of particular destination countries</li> <li>• Case studies and management, (what to do if exploitative situations occur; etc.)</li> <li>• Other, please specify</li> </ul>	
<p>Does the company plan to print training material (brochures, leaflets, etc.) to give to the staff during the training?</p>	
<p>What are the main objectives which your company wants to achieve with this training?</p>	

**Criterion 3: Introduction of a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children**

Approximate number of contracted service providers/suppliers (accommodations, ground transport, restaurants, bars, etc.):	
<ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries</li> </ul>	
Estimated number of new contracted service providers/suppliers per year:	
<ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries</li> </ul>	
Approximate number of renewed contracts with service providers/suppliers per year:	
<ul style="list-style-type: none"> <li>* in the company's country of origin</li> <li>in all destination countries</li> <li>in the main destination countries</li> </ul>	
Approximate number of retailers with whom the company cooperates:	
Does your company already have a draft of such a clause?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify which:
Does the company plan to provide the service providers/suppliers with information material concerning the Code of Conduct and the company's policy in this regard?	No <input type="checkbox"/> Yes <input type="checkbox"/> Please specify which:
Does the company plan to introduce this clause in <b>new contracts</b> with relevant service providers/suppliers:	No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/>
Does the company plan to introduce this clause in <b>renewed contracts</b> with relevant service providers/suppliers (accommodations, ground transport, restaurants, bars, etc.):	No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/>
Does the company plan to introduce this clause in the memorandum of understanding with retailers?	No <input type="checkbox"/> Yes <input type="checkbox"/>

**Criterion 4: Information provision to customers (travellers) by means of catalogues, in-flight videos, ticket-slips, home pages, etc.**

Which means of communication does the company use for providing information to customers?	No	Yes	Estimated percentage of customers reached:
• Personal contact in travel agencies	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Catalogues, brochures, leaflets, posters, etc.	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Home page/Internet	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Email	<input type="checkbox"/>	<input type="checkbox"/>	%:
• * In-flight magazine	<input type="checkbox"/>	<input type="checkbox"/>	%:
• * In-flight video	<input type="checkbox"/>	<input type="checkbox"/>	%:
• * Ticket-slips	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Visitor's book (at destination)	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Welcome event (inclusive information provision) at the destination	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Info board at reception desks	<input type="checkbox"/>	<input type="checkbox"/>	%:
• ** Info board in lobbies	<input type="checkbox"/>	<input type="checkbox"/>	%:
• ** Info board in elevators	<input type="checkbox"/>	<input type="checkbox"/>	%:
• ** Info board in restaurants/bars	<input type="checkbox"/>	<input type="checkbox"/>	%:
• Other (%), please specify	<input type="checkbox"/>	<input type="checkbox"/>	%:

Which of the following means of communication will be used to share information on the Code of Conduct and the company's policy in this regard?	No	Yes
• * During the personal contact in travel agencies	<input type="checkbox"/>	<input type="checkbox"/>
• In Catalogues, brochures, leaflets, posters, etc.	<input type="checkbox"/>	<input type="checkbox"/>
• On the Home page/Internet	<input type="checkbox"/>	<input type="checkbox"/>
• in Email communication	<input type="checkbox"/>	<input type="checkbox"/>
• * In In-flight magazine	<input type="checkbox"/>	<input type="checkbox"/>
• * In a In-flight video	<input type="checkbox"/>	<input type="checkbox"/>
• * On Ticket-slips	<input type="checkbox"/>	<input type="checkbox"/>
• In Visitor's book (at destination)	<input type="checkbox"/>	<input type="checkbox"/>
• During the Welcome event (inclusive information provision) at the destination	<input type="checkbox"/>	<input type="checkbox"/>
• Info board at reception desks	<input type="checkbox"/>	<input type="checkbox"/>
• ** Info board in lobbies	<input type="checkbox"/>	<input type="checkbox"/>
• ** Info board in elevators	<input type="checkbox"/>	<input type="checkbox"/>
• ** Info board in restaurants/bars	<input type="checkbox"/>	<input type="checkbox"/>
• Other, please specify	<input type="checkbox"/>	<input type="checkbox"/>

What are the objectives which the company wants to reach through these information?	
Your company wants to reach with this information which percentage of the customer travelling to: <ul style="list-style-type: none"> <li>• All destinations</li> <li>• Main destinations?</li> </ul>	

**Criterion 5: Information provision on the Code of Conduct and the company's policy in this regards to local "key persons" at the destinations**

In which of the company's main destination countries does the company plan to initiate contact with "key persons"?									
What are the company's main objectives to be reached through providing information to key contacts?									
Who are the local partners the company would define as important "allies" in the fight against commercial sexual exploitation of children in the chosen destinations?									
Are other signatory companies of the Code of Conduct operating at the chosen destinations?	No <input type="checkbox"/> Yes <input type="checkbox"/> Which?								
If yes, does your company plan to get in contact with them for the implementation of criteria 5 of the Code of Conduct?									
How is information provision foreseen? E.g. by: <ul style="list-style-type: none"> <li>• Trainings</li> <li>• Information material</li> <li>• Roundtables with interested stakeholders</li> <li>• Others, please specify</li> </ul>	<table border="0"> <tr> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> </tr> <tr> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> </tr> <tr> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> </tr> <tr> <td>No <input type="checkbox"/></td> <td>Yes <input type="checkbox"/></td> </tr> </table>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>
No <input type="checkbox"/>	Yes <input type="checkbox"/>								
No <input type="checkbox"/>	Yes <input type="checkbox"/>								
No <input type="checkbox"/>	Yes <input type="checkbox"/>								
No <input type="checkbox"/>	Yes <input type="checkbox"/>								



### Criterion 6: Annual reporting on the stage of implementation of the Code of Conduct

How does your company plan to organise the information gathering inside the company for the preparation of the first annual report on the stage of implementation of the Code of Conduct?	
What will be the most important areas of information to monitor in order to better implement the Code of Conduct in the future?	

### General considerations

Does the company foresee a manager officially designated for the implementation of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism?	
If yes, please specify fulltime or %part time:	
If not, please specify who in the company will be responsible for coordinating the implementation process:	
Does the company foresee an extra annual budget line for the implementation of the Code of Conduct?	

Date, .....

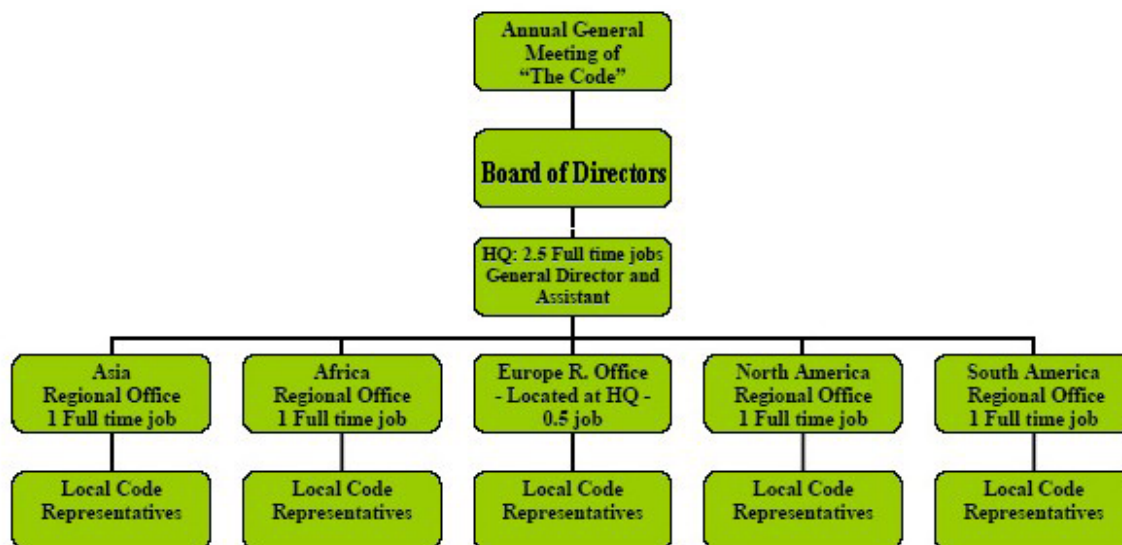
Place, .....

I, .....(name),.....(position) on behalf of .....  
(company), hereby certify that the information provided is accurate.

## Organisational Structure of the Code



Proposed Structure for "The Code" Organization



\* The inclusion of Local Code Representatives on this chart is only meant to illustrate the cooperation between the Regional Code Offices and the Local Code Representatives.

## Awareness-raising Materials

### Accor Charity Walks

### Charity Walk 2007

**EARTH GUEST**

Date: Sunday, April 22  
Starting time: 9am  
Venue: Lumpini Park

Join the charity walk, play games, collect all 8 stamps for a chance to win fabulous prizes from our sponsors!

**250 Bahr**  
Accor Hospitality & ECPAT: we care for kids

**Charity Walk 2007**

Instructions: 0701

On this card, you will find a map showing the walking route to all 8 stations and the location of the stage area. กรุณาใช้แผนที่นี้เพื่อหาเส้นทางเดินและตำแหน่งของเวที

Please assemble at the stage area around 9:00 am for the official start at 09:15 and return to the stage area by 11:00 u. กรุณาเดินมาถึงเวทีก่อนเวลา 09.15 u. และเดินกลับมายังเวทีก่อนเวลา 11.00 u.

Also on this card, you will find a place for attaching the stamps which you will receive after participating in the games at each station. One stamp per station. กรุณาใช้ส่วนนี้เพื่อติดแสตมป์ที่ได้รับจากแต่ละสถานี

Please collect all 8 stamps from all 8 stations and return to the stage area by 11:00 hrs. กรุณาเก็บแสตมป์ทั้งหมด 8 แสตมป์จากทุกสถานีและเดินกลับมายังเวทีก่อนเวลา 11.00 u.

At the stage area, there will be a box for the lucky draw, please drop your card in - for the chance to win great prizes from our sponsors! กรุณาเดินมาถึงเวทีก่อนเวลา 11.00 u. และนำบัตรของคุณไปใส่ในกล่องเพื่อลุ้นรางวัลจากผู้สนับสนุน

Please remember that the lucky winners must be present at the end of the event to claim their prizes. Good luck!!! กรุณาอย่าลืมว่าผู้ถูกรางวัลต้องมา领取รางวัลที่งานของเรา

### Charity Walk 2007

**Sponsors:**

**AIR FRANCE** **NEC**

**KUON** **Carlson Wagonlit Travel** **DIETHELM TRAVEL**

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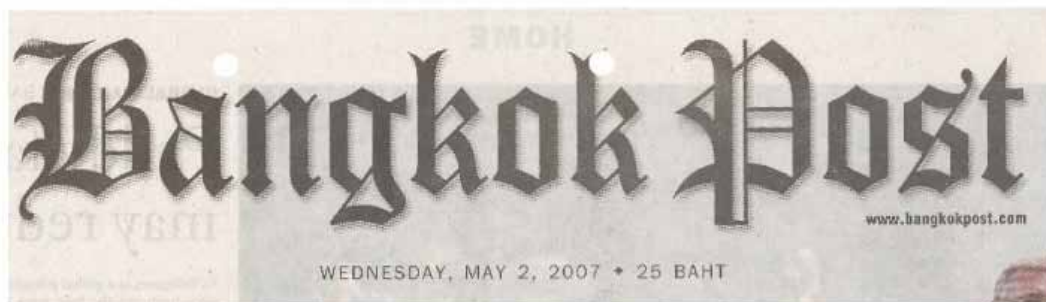
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Name & age: \_\_\_\_\_  
Telephone number เบอร์โทรศัพท์: \_\_\_\_\_

**250 Bahr** **0701**



## Press clipping from charity walk in Bangkok



**Charity walk:** Accor Bangkok recently staged its fourth 'Charity Walk for Children' on Earth Day at Lumpini Park, as part of the group's 'Earth Guest Day' worldwide sustainable development programme focusing on children and the environment. Organised by Accor Bangkok, Air France and ECPAT, the event raised over 630,000 baht, including sponsorships. Event proceeds will be donated to ECPAT to help support its shelter for sexually abused children in Chiang Rai. Photo shows senior executives from Accor, Air France and ECPAT. From left: William Pang, Denis Seigneur, Oswald Pichler, Carmen Madrinan and Stanley Chan with the children.

## Ice-breakers

In addition to having the participants introduce themselves, the facilitator can run fun ice breakers to set the tone for an interesting and productive training session. Ice-breakers might be short games or energisers in which small groups or individuals compete against each other. Ice-breakers of this kind can be adapted to the topic of tourism.

- Go around the room asking each person to introduce themselves and say why they are participating in the training, with possible connections to their personal experience with children (Do they have children? Nephews or nieces?).
- Ask participants to imagine that they are again children (6-12 years of age) and ask them what were their thoughts and outlooks at the time (needs and priorities). After some of the participants have volunteered their thoughts, ask them how children who are victims of CSEC would have answered and what their priorities would be. The trainer must clearly explain that children at risk or child victims of CSEC will have different needs and priorities.
- Ask participants to write down the name of a person – from the historical past or a contemporary – whom they would like to invite to dinner. Then, ask a few participants what is the most important question they would like to ask the person they have chosen. If possible, try and have participants connect their questions to the training theme.
- The game “two truths and a lie” can be easily adapted to the topic of tourism. In the normal version of the ice-breaker, the goal is to find out which statement is false. Ideal for small groups, the participants each prepare three statements than sit or stand in a circle. A participant reads out his or her three statements. The rest of the group tries to identify the false statement, and then the correct answers are revealed. The statements can easily be adapted to travel and tourism. For example:
  - 1) CST occurs at many popular tourist destinations
  - 2) Child sex tourists often use tourism-industry services
  - 3) The majority of child sex tourists are paedophiles

## Sample Baseline Knowledge Test

– to be applied before and after the training

<b>A</b>	<b>How would you describe or define 'child sex tourism'?</b>	<b>Answer:</b>			
	Rate your knowledge of the following:	Very poor	Poor	Good	Very good
<b>B</b>	Consequences of sexual exploitation – who are the victims, and what are the effects?				
<b>C</b>	The laws we have and how they work regarding: sexual exploitation, child prostitution, travelling sex offenders, child protection.				
<b>D</b>	Children who have been sexually exploited in tourism.				
<b>E</b>	Protection and care provisions for these children.				
<b>F</b>	Investigating offences of child-sex tourism – how to get the evidence while protecting the victims?				
<b>G</b>	Knowledge of child rights.				

## Evaluation sheet



1 = very poor, strongly disagree  
 2 = poor, disagree  
 3 = average, somewhat agree  
 4 = good, agree  
 5 = excellent, strongly agree

We continually evaluate and revise the training to ensure that it covers all necessary and relevant topics. We appreciate your assistance in giving feedback so that we can be sure that the training you have received and the CST Training Resource Kit satisfy your expectations and those who will participate in the future.










Thank you for doing this!

Please rate the following topics by circling a number:

- Overall, the training was:  
 1                      2                      3                      4                      5
- Knowledge and content was appropriate:  
 1                      2                      3                      4                      5
- The trainer's performance was:  
 1                      2                      3                      4                      5
- I felt that this training is useful and relevant to my work  
 1                      2                      3                      4                      5
- The training improved my understanding of the issue (commercial sexual exploitation of children):  
 1                      2                      3                      4                      5
- The training provided me with the knowledge to do something should an incident occur:  
 1                      2                      3                      4                      5
- If a situation did occur, I feel that what I have learned today would enable me to ACT in a more informed way:  
 1                      2                      3                      4                      5
- If you have any suggestions or comments, please write them below:

## Sample Baseline Knowledge Test

– to be used at the end of training in order to assess quickly the atmosphere after the training

I liked it					
					
					
					
					
I came away with new knowledge/thinking					





GRAND-DUCHÉ DE LUXEMBOURG  
Ministère des Affaires étrangères



 Austrian  
Development Cooperation



ECPAT Deutschland e.V.  
Arbeitsgemeinschaft zum  
Schutz der Kinder  
vor sexueller Ausbeutung



ECPAT Österreich  
Arbeitsgemeinschaft zum Schutz der Rechte der  
vor sexueller Ausbeutung

