

ECPAT International is a global network of organisations working together to end sexual exploitation of children through prostitution, trafficking for sexual purposes, early and forced marriages, online and in the context of travel and tourism. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights, free and secure from all forms of exploitation.





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The 2020 edition was inspired by the first toolkit developed in 2008 by ECPAT Germany and written by Luc Ferran, Giorgio Berardi and Patchareeboon Sakulpitakphon. In 2010, the toolkit was revised and amended by Astrid Winkler, ECPAT Austria. The 2020 edition was developed by Jodie Spencer, ECPAT International intern with the support and guidance from Gabriela Kühn, Head of Programme at ECPAT International, to best represent the most recent research and training experiences from ECPAT members. The Toolkit was peer-reviewed by Lucyna Kicińska, child protection expert, trainer and author of learning tools which have been translated into multiple languages. It was edited by Bronwen Maher and designed by Manida Naebklang.

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PREFACE

The history of ECPAT International started with an effort to end the sexual exploitation of children in the context of travel and tourism (SECTT) and developed over the following decades to address the sexual exploitation of children in its complexity through trafficking, prostitution, online child abuse materials, and early and forced marriages. With growth of mass tourism, the problem of sexual exploitation of children by travelling sex offenders acquired a magnitude that prompted individuals and organisations to take concerted action. Over 30 years ago, ECPAT International started as a campaign to end the sexual exploitation of children in Asian tourism and is currently the biggest network of civil society organisations dedicated solely to ending the sexual exploitation of children. In May 2020, ECPAT celebrated its 30 year anniversary.¹

Over the last decades, awareness of sexual exploitation of children in the context of travel and tourism has significantly increased. Much analysis has been devoted to understand trends of this growing and evolving crime. In 2015, as it was still unclear, whether growth of this crime was real or just perceived as a result of greater visibility. Researchers, experts and other partners from all over the world have agreed to contribute their knowledge and time to the first Global Study on Sexual Exploitation of Children in Travel and Tourism with the ambition to assess the situation.² They have created a unique, participatory project spanning the United Nations (UN), governments, the private sector and civil society, giving new insight, synergies and opportunities. Findings and recommendations from the Global Study, many of which were successfully implemented over the last few years, have also guided the development of the ECPAT Training Toolkit³.

ECPAT International developed this Toolkit to continue to support its global network of civil society organisations working with the private sector, which is in a key position to prevent the sexual exploitation of children. Years of experience has accumulated from delivering training sessions around the world with and for private sector partners, including through the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), as well as other experiences of close cooperation of ECPAT International and the industry, have formed easy-to-use modules offering a variety of training methods, that can be adapted and combined according to specific needs and participant's profiles.

The 2020 edition was inspired by previous ECPAT Toolkits published in 2008 and 2010. Since that time, the understanding of states' and companies' obligations to prevent, address and remedy human rights abuses, including the sexual exploitation of children, has significantly advanced. The UN Guiding Principles on Business and Human Rights (UNGPs) were endorsed by the UN Human Rights Council in 2011 and the Children's Rights and Business Principles were launched by the UN Global Compact, Save the Children and UNICEF in the following year. In 2020, the UN Working Group on Business and Human Rights launched the global project Business and human rights: towards a decade of global implementation known as "UNGPs 10+ / Next Decade BHR" centred around the upcoming 10th anniversary of the UNGPs in June 2021. It is taking stock of practice to date, identifying gaps and challenges and developing a vision and roadmap for scaling up implementation of the UNGPs over the course of the next decade. In 2019, the UNWTO adopted the international Framework Convention on Tourism Ethics, which is a big step forward to make the global travel and tourism industry more ethical, including by tackling the sexual

¹ ECPAT 30 Year Anniversary.

² ECPAT International and Defence for Children/ECPAT Netherlands (2016). Offenders on the Move. The study includes input from 67 partners around the world, as well as contributions from experts and children themselves.

³ Recommendations from the Global Study on Sexual Exploitation of Children in Travel and Tourism.

⁴ Working Group on the issue of human rights and transnational corporations and other business enterprises.

exploitation of children.⁵ Thus, the current Toolkit was given a new touch to best incorporate all the advancements at the intersection of business and human rights into trainings. It was developed with reference to the latest legal and policy frameworks, research, terminology, new teaching methods as well as ECPAT's experience from multistakeholder global and regional initiatives involving the private sector to protect children.

It needs to be stressed that the Toolkit was published during the COVID-19 pandemic when push factors that facilitate or lead to exploitation of children have intensified. The World Travel and Tourism Council (WTTC) estimated that more than 197 million jobs could be lost in the global travel and tourism industry. This dramatically increased the economic vulnerability of families, particularly in countries which depend on income from tourism. With people financially struggling due to the crisis, the circumstances may allow offenders to gain trust and/or access their victims more easily than ever before, both online or through physical domestic and international travel. Offenders who sexually exploit children during travel can be both domestic and international and are not only tourists. Most importantly, they are making increasing use of fast-developing technologies to commit their crimes. There is evidence that transnational child sex offenders may transition their offending to an online environment and follow it up with travel to directly sexually abuse the same victims when travel restrictions are relaxed, therefore it is highly recommended to protect victims overseas. Additionally, while opportunities for international travel are limited, some offenders may be encouraged to offend domestically.

In this context, ECPAT International calls on governments and the private sector to carefully consider child protection as a key element, as sustainable and responsible travel and tourism is developed for the recovering industry. Training of relevant key stakeholders for a common and appropriate understanding of the sexual exploitation of children in travel and tourism along with the implementation of standards across the travel and tourism industry is key to protecting children.

Having said that, it needs to be stressed, that the success of any training depends on knowledgeable and skilful trainers. This training toolkit has no ambition nor intention to provide a ready to use and a "one fit for all training". It is expected that each trainer will have a strong understanding and experience in child protection and will use this toolkit as guidance to carefully adapt and prepare their own training and schedule. To the maximum extent possible, local case studies as well as local legal and policy frameworks, should be referred to by the trainers to reinforce the relevance of the programme materials.

Creation of awareness, training and capacity building for the private sector to prevent the sexual exploitation of children are important aspects in combating this serious crime. Indeed, on many occasions, members of The Code have taken action that was life changing for children. However, the private sector cannot be expected to solve this problem alone. Companies need support from civil society organisations and governments. Governments have to play their role and create an enabling environment, including through establishing government-regulated child protection standards for the travel and tourism industry and national reporting systems with response protocols that allow citizens, and children themselves, to report any suspicious cases of sexual exploitation without fear. Ending the sexual exploitation of children is an on-going struggle that requires concerted efforts and partnerships.

We hope that the ECPAT Training Toolkit will inspire further partnerships between civil society organisations, the private sector, governments, law enforcement and other key stakeholders to better protect children and end impunity of offenders.

The convention explicitly refers to children's rights and the protection of children from sexual exploitation (art. 5.2,5.3 and 9.6). On 2 October 2020, the Republic of Indonesia has become the first signatory.

⁶ ECPAT International, 2020. Summary Paper on Sexual Exploitation of Children in Travel and Tourism.

⁷ World Travel and Tourism Council (WTTC), as of June 2020.

⁸ ECPAT members from Latin America urge stronger protection of children from sexual exploitation during COVID-19.

⁹ Interpol, 2020. Threats and trends. Child sexual exploitation and abuse. COVID-19 Impact.

PREPARATORY INFORMATION FOR TRAINERS

WHAT YOU WILL LEARN IN THIS SECTION

- Setting the training in the business context
- How adults learn
- Overcoming challenges you may encounter
- The importance of adjusting the training

SETTING THE TRAINING IN THE BUSINESS CONTEXT

This Training Toolkit has been prepared to serve trainers that have a background and experience in working on children's rights, and in particular on the prevention of sexual exploitation of children. It has been prepared for ECPAT members, and in particular those that engage with the private sector through their role as Local Representatives (LCRs) of The Code.

This Toolkit has been designed to help trainers best prepare to work with a group of adult learners. It is important, that trainers use the Toolkit as a source of inspiration to prepare each individual training accordingly to the needs of the participants. The duration, content and methodology will differ for different target groups for trainings: front-line staff administration, management or CEOs. This Toolkit has been designed in a comprehensive way, that can address the level of management and decision makers at the companies, or mixed groups of participants (employees and management participating together) while the content can also be simplified and adjusted, depending on what level of staff participate in a given training.

As adults, we typically differ from children in how we learn. The following guidelines have synthesised literature on andragogy¹⁰, feedback from past trainings conducted by ECPAT members and technical expertise from educators themselves. These are of course general rules and some may need to be adapted depending on the context of your training. The most important point to remember is that whilst some trainers may not be qualified teachers, all trainers should be experts in child protection. Your expertise and passion, supported by this Toolkit, will help you to raise awareness and train key industry professionals to prevent the sexual exploitation of children in travel and tourism.

Make sure you prepare for the given business context. Ensure you are punctual, direct and that you set clear objectives for the training. You will also need to adjust the content and duration of this training, based on the participants' needs. You may wish to split the content of the proposed modules I-III or choose some of the proposed

¹⁰ Andragogy is the study of how adults learn. The term was popularised by Michael Knowles, and contains very different findings/approaches to pedagogy: the study of how children learn.

elements, depending on your group. Companies may be able to dedicate only limited time to the trainings, so you need to make sure to balance their availability with the duration that is needed to conduct a training or an introductory shorter session in an effective way. In a follow-up to a session or training you can also refer companies that are members of The Code to the e-learnings that are available online for all staff members, depending on their roles – see more at www.thecode.org

During the training, it is important to make time count. We recommend that you begin by highlighting the seriousness of the content, its relevance to each participant in the room and what they will be trained to do by the end of the program. They need to understand the purpose of the training – to understand the problem, to know how to recognise and report instances of sexual exploitation, resulting in the protection of children from this crime.

This Toolkit offers plenty of content and activities for the trainers to choose from, to adapt and design their own training modules that need to be adapted to specific context and needs of the participants.

There is no one ready solution for all!

HOW ADULTS LEARN

Michael Knowles first popularised the term andragogy in the 1980s. Since then, his insights have been tested and applied to a variety of adulating learning situations. The following tips are a collection of those taken from academic work assessing andragogy beyond a typical classroom, including work done on teaching business professionals in particular.

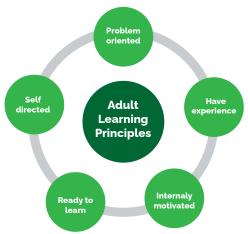


Figure 1. Michael Knowles' Adult Learning Theory (1980,1984)

- 1) Emphasise the immediate relevancy of what you are teaching them. Adult learners value practical knowledge rather than abstract theory. Make sure to explain real examples, discuss instances they may have already encountered or heard about, as well as success stories from industry professionals.
- **Challenge the learners.** Do not simply give them information to process. Empower them through thought-provoking scenarios, case studies and role plays. This will be far more memorable and will also ensure wider participation, rather than passive listening.
- **3) Individualise the training.** Adapt your questions and tasks for the exact context of the individuals within the company. Think about the type of company too as explained in the Toolkit, you will need to adapt the training to your audience and company. The participants need to feel that this training is relevant to them personally. Get to know the company before you prepare the training!
- **Accommodate different learning styles.** People grasp information in different ways; some learn through observation, others through active participation, emotional stimulation or thoughtful reflection. By including elements of each of these styles and encouraging a collaborative environment, you will ensure that each participant digests information and is able to help others too.

Another element incorporated into this training is the work of David Kolb on Experiential Learning. Kolb brought together the research of psychologists, philosophers and social scientists to produce a model of learning. He reflected on HOW people learn: how experience is transformed into knowledge, and how knowledge can be transformed into experience. For Kolb, this is not a linear process but a constant cycle of experience, reflection, conceptualisation and experimentation.

This training incorporates elements of all of these in order to ensure each participant maximises what is taken away.

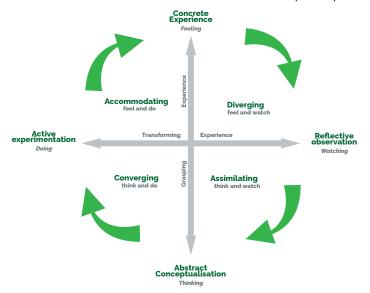


Figure 2: David Kolb's Experiential Learning Cycle (1984)

For David Kolb, learning occurs when a student passes through all four learning stages. No single measure is effective on its own.

This is why so many different strategies are needed in training.

Whether you are teaching a full-day, half-day or 3-hour course, it is crucial that participants remain engaged for the duration. In addition, in today's digitalised world, where socialising and learning takes place through multiple platforms, people have the ability to process information from various different sources but tend to have a shorter attention span. Therefore, teaching has had to adapt. Here are some essential tips:

- **Establish mutual respect.** Do this initially and reinforce it frequently. This is a sensitive but extremely serious topic. You want the maximum input from all of your participants, but in order to achieve this, everyone in the room must feel that their opinion is important and will be listened to. Acknowledge that each individual is bringing a wealth of experience into this session and there is much we can all learn from each other. Quickly highlight that there is no such thing as a 'stupid' question or comment and ensure that you have a safe space for all to contribute openly and share.
- Vary tone and pace. You need to sound passionate and inspiring. Whilst the issue of child sexual exploitation is a serious one, you will lose the attention of your participants if you are not animated. When preparing your notes, think carefully about which points to emphasise. In this Toolkit we have also helped you by [underlining/emboldening] key points and terms. Slow down and change your tone when mentioning these points. As with any presentation, we recommend familiarising yourself with the full Toolkit in advance to avoid relying heavily on your notes. These are meant as guidelines, but participants react well when their trainers are confident and flexible in their delivery.
- Diversify content and activities. There is a lot of content to get through! Keep the participants engaged by varying how you present the content. This ECPAT Toolkit provides you with several ideas such as quizzes, videos, role plays, sticky notes and questionnaires. Consider adapting proposed materials, these may include infographics, adding mini-projects, creating participants' own child protection policy or preparing presentations and concept maps.
- **Empower the learners.** It is a good idea to ask participants to devise a list of questions or issues they would like to see addressed (prior to the training or in the beginning, e.g. as a part of the warmup/introductory session). At the end, get them to reflect on whether the new information met their expectations, and offer them the chance to raise questions which perhaps had not been covered.

- Make objectives clear Much pedagogical research has highlighted that adults learn best when they feel empowered in the learning process. Make sure participants know WHAT they are learning and WHY they are learning it. To help with this, each module and each slide is focused on a key question with smaller subquestions.
- Add suspense. Whilst it is important to make the learning objectives clear, you should allow participants to reach conclusions themselves (guiding them in the right direction of course). Do not give away all of the information at the beginning or learners will switch off. Present questions and pose scenarios, then gradually reveal information and legislation that will help the participants decide the best course of action.
- **Encourage reflection.** Following the research of Mezirow, critical reflection can be used to challenge and thus advance learning new concepts. David Schon takes this further and highlights how reflection encourages action by evaluating past experiences then utilising this to make more informed decisions moving forward. This is a crucial part of dealing with the crime of SECTT; evaluating what might, could and should be done to prevent the exploitation of children. This reflection process will be different for every company.
- Consider the learning environment. Adult learning best takes place through discussion and the application of their ideas into scenario-based activities. Adult learners are used to operating through team or group work. You should facilitate this by ensuring that participants are sat within eye-line of each other, preferably on circular tables or at least in groups. Rows of desks facing a trainer may encourage dependency on a teacher, whereas adult learning takes place most effectively through engagement with the content. Make sure that the learning environment matches the content/duration of the training: "theatre" style arrangement fits shorter lectures for a higher number of participants, it does not serve for half or all-day workshops.
- **Reinforce confidentiality.** This needs to be a safe space for all to share, but some information must be kept within the training. Explaining this to the participants will encourage a more open environment and make it easier for participants to discuss. Remind participants that the topic of child sexual exploitation may be sometimes difficult, but only by talking about it we can make a change.

OVERCOMING CHALLENGES, YOU MAY ENCOUNTER

- **Embracing new concepts.** Typically, adult learners try to make links between concepts and their existing knowledge, rather than assimilating new theories or ways of thinking. This may be problematic for example when addressing the stereotype of travelling child sex offenders, or where the crime occurs. As a trainer, it is your job to ensure that the participants create links between what they have seen and the new information you are giving them. Listen carefully whenever a participant offers an answer, but be prepared to offer alternate answers, research, and case studies based on your daily work experience.
- Complacency. Some participants may have already done safeguarding or child protection courses. It's important to make clear that child protection in travel and tourism requires special attention and that the nature and scope of this crime is constantly evolving. With the rapid growth of travel, tourism and technology, ECPAT International and The Code are constantly reviewing the best strategies to deal with this evolving threat, therefore you should ensure that when preparing your training you use the most up-to-date resources and data available.
- Cultural differences. The travel and tourism industry is very culturally diverse and it is important that the atmosphere in the room is open and accepting. Within one training session you may have people from many different cultures; with different sets of beliefs, values and perhaps perceptions of how children should be treated. You should encourage participants to reflect upon their own assumptions and beliefs and to think about how this might affect them, both negatively and positively. This Toolkit provides more concrete examples of how to do this in our sample introductory slides. Whilst you should embrace and celebrate cultural differences, it is crucial that child protection policies and principles remain non-negotiable, and that sexual exploitation of children is a crime.

- Conflict between participants. As a sensitive topic, discussing the issue of sexual exploitation of children may arouse strong emotions and different opinions. Do not get involved in minor disagreements; they will often get resolved. If discussions get too heated, de-personalise the issue by getting other participants involved in the debate. It may be appropriate to 'park' the issue for the time being and return to it later when the participants have calmed down.
- **Dominance.** It is important that everyone in the room considers, shares and discusses the issues and case studies presented to them. If one person begins to dominate, use your position as trainer to deliberately choose other participants to contribute. This strategy will also work if there are noticeably quieter participants. It is crucial that each participant leaves the training having fully engaged and feeling confident in the knowledge and necessary actions to prevent the crime.
- Sensitivity/personal experience. Please remember that some participants may have experienced sexual abuse, exploitation or a similar-related trauma in their past, therefore the topic may be particularly sensitive for them. In case someone starts sharing a personal story, know how to respond (show concern, but recommend that they speak to you afterwards so that you can suggest a relevant organisation supporting adults who have been victims of child sexual exploitation). It's important that the trainer has information about available institutions and organisations that can help, in case requested.

THE IMPORTANCE OF ADJUSTING THE TRAINING

The training and PowerPoint presentation need to be adapted. In particular the trainer should:

- Prepare the slides that need to be put in your national or local context in advance
- Research national legislation
- Collect examples of local case studies and cases
- Revise the timings in each of the modules according to how long your training will be (3 hours/half day/full day, or other timing)
- Be flexible: there may be topics that are of heightened importance in the context of your training or your location. Allow more time for these. However, make sure this does not mean leaving out any part of the Toolkit.
- Conduct brief research into the organisations in attendance: this will shape your pitch and allow you to select appropriate examples included in the training manual

BACKGROUND DOCUMENTS

We encourage all trainers to familiarise themselves with the most updated information on child protection in travel and tourism through the ECPAT website.

In particular, with the following resources:

- Codes of Conduct on child protection for travel and tourism industry in the Americas: an overview, available in English and Spanish.
- Guidance for Civil Society Organisations Working on Child Protection developed together with the Down to Zero Alliance to support engagement with the private sector on child protection, available in English and Spanish, here.
- Effective ways of working with the private sector background paper, available in English and Spanish, here.

ECPAT International website and www.protectingchildrenintourism.org website gathers materials from global, regional and country specific perspective, on the issue of child protection in travel and tourism.

Stay up to date and share also your materials!

INTRODUCTION MODULE

MODULE OUTLINE

Slide 1: Ending the sexual exploitation of children in travel and tourism

Slide 2: Welcome!

Slide 3: What is the structure of today's training?

Slide 4: What is the importance of this course?

Slide 5: Who are we?11

Slide 6: Key acronyms in this course

Slide 7: Ice beakers

Slide 8: Training style

See below for more detailed information about how to talk participants through the training. PowerPoint slides are attached separately.

SLIDES

SLIDE 1: Ending the sexual exploitation of children in travel and tourism

SLIDE 2: Welcome!

SLIDE 3: What is the structure of today's training?

Over the course of the training, we will be covering three modules introducing you to the crime of sexual exploitation of children, the role of the travel and tourism industry in preventing it, and how exactly this can be achieved in your day-to-day actions as well as in your company's long-term strategy and outreach.

¹¹ Trainers to fill in information for this slide – check & adapt PowerPoint.

The format of the training:

Module I: Understanding children's rights in the context of travel and tourism

Module II: Recognising and responding to child protection concerns

Module III: Making a lasting change for children

Note: Trainers need to plan the duration of the trainings accordingly and may shorten the modules or split them, if possible in more session. Time will depend on the target group, choice of elements and exercises to be conducted, as well as on the time for discussion with the participants.

SLIDE 4: What is the importance of this course?

Whilst the travel and tourism industry does not cause the sexual exploitation of children, offenders frequently and increasingly take advantage of the services and infrastructure: whether that's through cheap flights or regular transport options, hotels, private accommodation, tourist restaurants/bars/hotspots or organising their trip individually or through travel agencies.

This Toolkit was published during the COVID-19 pandemic (2020) when push factors that facilitate or lead to exploitation of children have intensified¹². More than 197 million jobs could be lost in the global travel and tourism industry, according to the World Travel and Tourism Council (WTTC)¹³. This dramatically increased the economic vulnerability of families, particular in countries which depend on income from tourism. With people financially struggling due to the crisis, the circumstances may allow offenders to gain trust and access their victims more easily than ever before, both online or through physical domestic and foreign travel.

Offenders who sexually exploit children during travel can be both domestic and international and are not only tourists. Most importantly, they are making increasing use of fast-developing technologies to commit their crimes. Under COVID-19 related travel restrictions, it is anticipated that some offenders who are grooming children online, may travel to meet when restrictions ease, or may continue to exploit through technological means. Additionally, while opportunities for international travel are limited, some offenders may be encouraged to offend domestically.

Members of the travel and tourism industry have a crucial role in staying alert for signs of this crime, for identifying potential offenders and reporting suspicious cases to relevant authorities - to protect children and keeping the industry safe for all.

SLIDE 5: Who are we? Trainers to fill in information for this slide – check and adapt PowerPoint.

SLIDE 6: Key acronyms in this course

SEC – sexual exploitation of children

SECTT – sexual exploitation of children in travel and tourism

CSOs – civil society organisations and NGOs – non-government organisations

TCSO – travelling child sex offender

¹² ECPAT International, 2020. Summary Paper on Sexual Exploitation of Children in Travel and Tourism.

¹³ World Travel and Tourism Council (WTTC), as of June 2020.

SLIDE 7: Ice Breakers

You can introduce ice breakers if you find them useful in the context of your training. You can select from the following options/slides or propose your own ice-breaker that is most relevant for the group.

Propose an ice-breaker to the group if the participants do not know each other and if there is sufficient time for the event:

- Two Truths, One Lie. The game "two truths and a lie" can be easily adapted to the topic of travel and 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.
- **Guest for Dinner.** 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. Ask participants to connect their questions to the theme of travel and tourism.
- This is better than that. A fun spin on the classic deserted island scenario. To prepare, choose about eight random items; anything from a stapler to a chair. Try your best to pick as many interesting or odd items as you can. Lay out the items and number people off into groups. The goal for this icebreaker is for groups to select the item they'd bring with them to a deserted island to help them survive. After teams deliberate, regroup and allow each team to present which item they chose and why. You can also ask the participants, where would this island be located you can discuss later on in the training, specific situation of that given country in relation to sexual exploitation of children in travel and tourism.

SLIDE 8: Training Style

- This training will be conducted through a combination of real-life cases and abstract situations to which you can apply what has been covered in the session.
- You might want to include in here any details about how YOU would like this training to work.
- Some of you might want to encourage Q&A throughout, others might leave it until the end.
- Some of you might promote the anonymous question approach, where participants write any questions down and place them in a box at the front, ready for you to address at the start of the next session.
- You might want to discuss the materials available: flip chart, pen and paper, interactive resources.
- You might want to establish groups (e.g. by sector or company) or state preferences for room layout.

Trainers are also encouraged to ensure the equality of the group, by stressing that the trainers representing civil society organisations are not tourism professionals and they also highly rely on input and expertise, from the participants, also when it comes to experienced situations. This approach can open wider exchange, where everyone feels comfortable.

SLIDE 9: How participants should conduct themselves during this training

Reminder – the sexual exploitation of children is a difficult topic and for some participants may be particularly sensitive. Remember, that some participants may have experienced sexual abuse or exploitation in their past.

Be open: do not feel embarrassed about any questions, comments or issues;

Keep confidentiality: Remember to keep any information that may be sensitive within this training group.

Be respectful: listen to and engage with opinions that differ to your own, always in a constructive manner.

Be considerate: there may be some in this room who relate more closely/personally to the issues being discussed than others. Take the topics seriously and treat the others and discussion with respect.

Be polite: so that the sessions can run smoothly and productively, please be on time after coffee breaks and engage fully – your full attention is needed here and will ultimately save lives.

MODULE 1:

UNDERSTANDING CHILDREN'S RIGHTS IN THE CONTEXT OF TRAVEL **AND TOURISM**



GOAL OF THE MODULE:

All participants recognise and acknowledge the right of a child to be protected and the nature of sexual exploitation in the context of travel and tourism.

TIMING:

To be adjusted by the trainers.

RESOURCES:

X number of worksheets, flipchart and paper.



OUTLINE OF MODULE I

Introduction for Trainers

PART 1 Child rights in the travel and tourism industry

- Introduction
- Understanding children's rights
- Using the correct terminology
- The role of the travel and tourism industry in protecting children

PART 2 Understanding the crime of sexual exploitation in travel and tourism (SECTT)

- Different manifestations of the crime
- Victims and offenders
- Scope of the crime

PART 3 The legal framework to protect children

- International and regional legal frameworks
- National legal frameworks & policies
- Soft law instruments

Concluding activities

INTRODUCTION FOR TRAINERS

Every child is entitled to a happy childhood and the basic human right to survive and develop to the fullest. Children are entitled to protection from harm, abuse and exploitation, with the ability to participate completely in family and social life. In reality, there are many children who are denied their basic rights and are victims of abuse and various forms of exploitation. Violence and abuse against children is often hidden, underreported or ignored.

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". Ten years later, the results of the first comprehensive Global Study on Sexual Exploitation of Children in Travel and Tourism confirmed that no region is untouched by this crime and no country is immune.¹⁴

Over the last decades, the world population has become increasingly mobile, with travel and tourism becoming a part of more people's lives more than ever before. Until the global COVID-19 pandemic, the number of international travellers had continued to grow, and was expected to reach 1.8 billion by 2030. ¹⁵ Similarly, domestic travel has become more frequent and increasingly accessible to many. Unfortunately, at the same time, the sexual exploitation of children in the context of travel and tourism has continued to thrive globally, with child sex offenders using the infrastructure of the industry, increasingly combined with online technologies, to commit their crimes.

The travel and tourism industry is particularly well positioned to prevent sexual exploitation and protect children. As one of the world's leading industries, its development greatly affects children and communities in which it operates, both positively and negatively. This includes sexual exploitation of children, production of child abuse materials online or child labour. Without proper child protection mechanisms in place, children can be hurt or exploited. Thus, decision-makers, professionals, community leaders and other stakeholders must acknowledge that their interests and responsibilities are intertwined when it comes to protecting children from risks linked with the development of the travel and tourism industry, including through its supply chains. It is in the best interest of the industry to practice sustainable and responsible tourism while protecting the very community on which its business depends.

In recent years, there has been considerable progress. The travel and tourism industry has become increasingly involved in child protection. This can be seen through increasing membership of companies to The Code; at the time of writing this Toolkit there were over 370 members of The Code, based in over 50 countries and operating in over 150 countries. Further to this, in 2019, the World Travel and Tourism Council (WTTC), which represents the global travel and tourism industry, took a landmark step toward tackling SECTT by establishing a global taskforce to help the industry prevent and combat human trafficking, including of children for sexual purposes. Following concerted lobbying efforts, on the 11th of September 2019, the UNWTO adopted the Framework Convention on Tourism Ethics, moving from a voluntary set of guidelines to a binding international instrument that works to make the global travel and tourism industry more ethical. Among measures included in this treaty, States that will ratify the Tourism Ethics Convention will be required to combat and penalise the exploitation of children, especially sexual exploitation (see art. 5.3). At the time of publishing this Toolkit, the Tourism Ethics Convention has not yet come

¹⁴ ECPAT International and Defence for Children/ECPAT Netherlands (2016). Offenders on the Move. The study includes input from 67 partners around the world, as well as contributions from experts and children themselves.

¹⁵ UN World Tourism Organisation. (2011, October 11). International tourists to hit 1.8 billion in 2030. In 2018 there were 1.4 billion international tourist arrivals, a number reached two years ahead of UNWTO forecast. This positive trend has, however, been abruptly interrupted by the COVID-19 outbreak. In an initial impact assessment, UNWTO estimated a decrease by 20% to 30% in international tourist arrivals in 2020. See UNWTO. (2020, March 27). Impact assessment of the COVID-19 outbreak on international tourism.

¹⁶ For reference consult The Code website.

¹⁷ Protecting children in travel and tourism and ending impunity for travelling child sex offenders was a key commitment made by world leaders, dozens of travel businesses, NGOs and other organisations, including WTTC – at the first International Summit on Child Protection in Travel and Tourism, read more at Protecting Children in Tourism/ECPAT International. (2019, April). World Travel & Tourism Council takes action against human trafficking.

¹⁸ United Nations World Tourism Organization (UNWTO). (2020). Framework Convention on Tourism Ethics, Madrid: UNWTO.

into force. On the 2nd of October 2020 the Republic of Indonesia has become the first signatory of the Framework Convention on Tourism Ethics.

It is imperative that national governments examine the provisions, sign and ratify the UNWTO Tourism Ethics Convention and revise national laws to ensure that domestic legal frameworks address SECTT adequately. In this framework, advocacy by NGOs in partnership with leading local travel and tourism companies for the speedy ratification of this international agreement is crucial.

While there are no alternative reports to the Tourism Ethics Convention, ECPAT International is advocating for the UNWTO to introduce a chapter on child protection in the reporting mechanisms to the General Assembly. Such a process would allow monitoring of governments and the travel and tourism industry progress in relation to child protection.



CHILD RIGHTS IN THE TRAVEL AND TOURISM INDUSTRY

OBJECTIVE: To have participants recognise and acknowledge

that child protection is part of responsible and sustainable travel and tourism development and practice, along with environmental, cultural and

other social issues.

SUGGESTED TIME: From 30 mins to 90 mins, depending on the choice

of elements and exercises to be conducted, as well as on the time for discussion with the participants.

OUTLINE:

- Introduction
- Understanding children's rights
- Using the correct terminology
- The role of the travel and tourism industry in protecting children

INTRODUCTION

SLIDE 1: Opening slide

SLIDE 2: What will you learn in this module?

To begin this training, you will be introduced (or reminded) of the fundamental rights that children are entitled to. As adults, we all have a responsibility in ensuring those rights are upheld for the most vulnerable. This first module will introduce you to:

- Children's rights and correct terminology
- One of the worst ways in which these rights can be abused: sexual exploitation
- How this crime occurs and specifically how it occurs in the context of travel and tourism
- National, international and extraterritorial legislation in place to outline obligations and set standards for the industry to combat this crime.

UNDERSTANDING CHILDREN'S RIGHTS

SLIDE 3: Understanding Children's Rights

SLIDE 4: How do we define a child & why is this definition important?

[Before showing this slide], ask participants how they define a child. Show the correct answer on the slide and discuss reasons for differing understandings (participants will most likely give different age limits ranging from 13 to 21). If countries have differing ages of consent and criminal liability — which difficulties may this pose in terms of protecting children from sexual exploitation in the context of travel and tourism? *Can elongate this conversation if conducting a longer training.

Clarify CRC definition and how this applies in international legislation: A child is every human being below the age of 18 years.

SLIDE 5: What rights do children have?

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. Explain 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) and participation (children are to be involved in decisions affecting them).

- **SLIDE 6**: What is meant by child protection? Ask questions
- SLIDE 7: What is meant by child protection? Discuss answers

 Child protection refers to **preventing** and **responding** to all forms of violence, exploitation and abuse against children including trafficking, all forms of sexual exploitation online and offline, child labour and harmful traditional practices, including child marriage. Children are exploited all over the world, in

In the context of this training, child protection refers to what travel and tourism industry staff can do to:

- PREVENT: decrease the chances of children being exploited on their premises
- PROTECT: train employees and raise awareness among travellers on how to identify and report suspected cases

every region, in different ways and for different reasons.

- RESPOND: ensure that each and every member of staff can react/report efficiently and effectively
 when cases of child sexual exploitation do occur (or they suspect/they recognise signs of child
 sexual exploitation)
- SUPPORT: provide assistance, employability training and employment opportunities to survivors of sexual exploitation of children and trafficking.

USING THE CORRECT TERMINOLOGY

SLIDE 8: Using the Correct Terminology

SLIDE 9: What is meant by sexual exploitation of a child? Offer opportunity for discussion on this question.

Inform participants that the sexual exploitation of a child is a form of violence and refers to all forms of exploitation committed towards a child involving an exchange via a position of vulnerability, differential power, or trust, that includes financial or other profit. The sexual exploitation of children encompasses the overlapping issues of:

- The sale and trafficking of children for sexual purposes
- Exploitation of children in prostitution
- The production of child sexual abuse material for online distribution or live streaming
- Exploitation of children through early and forced marriages
- Exploitation of children through worst forms of labour (as defined by the ILO Convention n. 182).

None of these contexts or manifestations are isolated, and any discussion of one must be a discussion of SEC altogether. Notably, these contexts and manifestations of SEC are becoming increasingly complex and interlinked as a result of drivers like greater mobility of people, evolving digital technology and rapidly expanding access to communications. Now more than ever, the lines between different manifestations of SEC are blurred and children may be victimised in multiple ways.

The sexual exploitation of children in travel and tourism (SECTT) is defined as "acts of sexual exploitation embedded in a context of travel, tourism, or both". It encompasses a broad spectrum of exploitation of children, including in prostitution and pornography, for the production of online child abuse material and in the sale and trafficking of children in all its forms. Various travel products put children at risk of exploitation, such as voluntourism, orphanage tourism or mega events" (reference: The Global Study). In the Framework Convention on Tourism Ethics adopted in September 2019, the UNWTO stressed that "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".

Trainers can also explain that violence against children can be not only physical but also psychological. Violence can refer to both sexual exploitation and sexual abuse. Attention should be drawn to acts of commission of violence, but also acts of omission e.g. neglect, lack of supervision or lack of parental/community care that can lead to children's vulnerability to sexual abuse/exploitation.

It may be also worth explaining the distinction between the sexual exploitation and sexual abuse of children. The sexual abuse of children requires no element of exchange and can occur for the mere purpose of the sexual gratification of the person committing the act, whereas the sexual exploitation of children can be distinguished by an underlying notion of exchange. A recurrent (although not indispensable) feature of child sexual abuse is that it is committed by someone who is not a stranger to the victim and who has some form of authority of power over them. It can be a family member or a relative, somebody with the position of authority or control (e.g. a teacher, coach), or others. The power a person can have over a child can also derive from the establishment of a relationship of trust or dependency, for the purpose of manipulating the child to engage in sexual activities.

SLIDE 10: Terminology Guidelines – why do words matter?

Introduce the guidelines, called The Luxembourg Guidelines: produced as a result of discussions by the Interagency Working Group (IWC) and input from many frontline organisations. The guidelines are available in several languages here: www.luxembourgguidelines.org

For the crime of sexual exploitation of children, the guidelines advise against the terms "child prostitution" and "child pornography". Ask participants – why might this be?

SLIDE 11: Terminology Guidelines continued

The terminology guidelines, called Luxembourg Guidelines, dedicated an entire section to terminology concerning the sexual exploitation of children in travel and tourism. This is what we will now discuss, and it will be the language used throughout this training and ongoing support from ECPAT International and its members, and The Code:

Activity 1: Ask participants to list as many different types of tourism as they can. If participants need prompting, think about "luxury tourism, adventure tourism, voluntourism...". THEN ask them if "child sex tourism" is just another category?

Purpose: This activity is to explain to the participants that children are victims in the crime of sexual exploitation. Phrases like 'child prostitute' or 'child sex' insinuate children's agency in sexual activities with an adult which is never the case: the child has been exploited. Phrases like 'child sex tourism' trivialise the crime and may inadvertently give an idea that this is a legitimate form of tourism. It may also associate the crime with the entire industry, ignoring the concrete measures being taken by the travel and tourism sector to end this crime.

Activity 2: Match up the commonly used terminology with the Luxembourg Guideline definitions:

- "Child Sex Tourism" vs. SECTT
- "Child Pornography vs. CSAM
- "Child Prostitute" vs. Victim, Exploitation of Children for Prostitution
- "Sex tourist" vs. offender/perpetrator/travelling child sex offender

SLIDE 12: The impact of terminology

Activity: How does terminology impact the way we perceive the crime of SECTT?

Conclude terminology section with News Article activity worksheet [See the I. 1. Terminology Exercise – ATLANTIS NEWS]. Explain to participants that they will read two different news articles on the growth of SECTT in a recently opened up fictional city in the fictional island Atlantis. Take time to read these and see how they make you feel, how they make you want to respond as a reader as well as someone in the travel industry.

*You may divide participants into groups for this exercise and print the articles or show them on the slides. Refer to the folder with worksheets for Module I.

Allow time to discuss the impact of the different wording/emphasis. Include discussion points: In what ways did the language differ? Did one article arouse stronger emotions than the other? How did you perceive the offenders and the children in A? How did you perceive them in B? As someone working in the travel industry, what do you feel could be done in Atla/Atlantis? What do you think about the importance of words? [Remind participants to honestly share their opinions – open discussion and it is ok for participants to disagree. Important for staff in the industry to be aware of different opinions and perspectives].

SLIDES 13 & 14: News Story A & B if you choose not to print out the worksheets (I.5). DELETE if not relevant.

THE ROLE OF THE INDUSTRY IN PROTECTING CHILDREN

SLIDE 15: The role of the industry in protecting children

SLIDE 16: Trends in the travel and tourism industry

Discuss any trends that may affect children and put them at risk of exploitation. Ideas could include the move to private accommodation, residential care voluntourism and orphanage tourism, experiences booked online, community-based tourism/local experiences, seamless travel.

SLIDE 17: Impacts of unsustainable tourism development

Activity: Worksheet "I. 2. 1. Unsustainable Tourism" (longer version of activity) or worksheet "I. 2. 2. Benefits & Harms" (shorter version).

The travel and tourism industry has an impact on the lives of children and their rights must be protected as tourism develops. Child rights must be part of travel and tourism development policies as children have specific needs and vulnerabilities.

Discussion: how can children be impacted in the specific context that participants are working? [Consider type of the industry, job, region, cultural standards]

Time allowing, discuss various impacts that unsustainable tourism development may have on children. Spend about 10 minutes discussing and filling in the impact of the latest trends in travel and tourism in the fictional island of Atlantis. Divide participants in small groups, and discuss various scenarios. How might it affect the lives of the local people?

SLIDE 18: Possible impacts of unsustainable tourism activity

To sum up, the travel and tourism industry has an impact on the lives of children and their rights must be protected as tourism develops. Child rights must be part of travel and tourism development policies as children have specific needs and vulnerabilities.

Explain that when tourism is allowed to develop without regard for the vulnerabilities of local populations, several forms of exploitation of children can occur. Children may end up working in dangerous conditions, such as manufacturing products for tourists or working long hours in the service industry. Children can also sell items on the streets/beach etc. in an environment that puts them at risk of direct and uncontrolled contact with potential offenders. One of the worst forms of exploitation that children can be subjected to is sexual exploitation.

PART 2

UNDERSTANDING THE CRIME OF SEXUAL EXPLOITATION IN TRAVEL AND TOURISM (SECTT)

OBJECTIVE: To have participants understand the nature and scope

of the crime of SECTT outside of the stereotypes and

bias.

SUGGESTED TIME: From 30 mins to 90 mins, depending on the choice of

elements and exercises to be conducted, as well as on

the time for discussion with the participants.

OUTLINE:

- Different manifestations of the crime
- Victims and offenders
- Scope of the crime

DIFFERENT MANIFESTATIONS OF THE CRIME

SLIDE 19: Different manifestations of the crime

SLIDE 20: An overview

SECTT is a complex, secretive and hidden crime that evolves with changing circumstances over time. The stereotypical view of SECTT was that it was a phenomenon affecting developing countries and was mostly perpetrated by white, middle-aged men. The Global Study broadened understanding of this crime.¹⁹

SLIDES 21-22: WHY does SECTT occur (contributing factors)

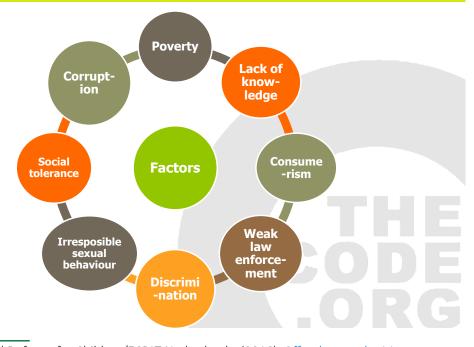
SECTT occurs as a result of power imbalances and wealth discrepancies that give a sense of impunity or lead to lower inhibitions of offenders – being away from home and feeling of anonymity, including online. Power imbalances fuel SECTT, while social tolerance and harmful cultural practices allow it to thrive – a global effort is needed to inform the public about SECTT and end tolerance to this crime.

Moreover, advances in Internet and mobile technology have contributed heavily to SECTT, which is now more than ever intertwined with online forms of sexual exploitation. Likewise, adaptations in the way people travel and the spread of various travel products such as 'voluntourism', orphanage tourism or mega-events have put children at new risks of exploitation.

Factors such as poverty, social exclusion and weak legal frameworks exacerbate imbalances of power and children's vulnerability to sexual exploitation in travel and tourism.

When tourism is developing, child protection often lags behind – therefore tourism development plans must be informed by child-rights impact assessments (taking into account new forms such as voluntourism or peer-to-peer arrangements and accommodation); and include measures to protect local children.

Sexual exploitation of children: Factors contributing to the problem and its existence in the society



¹⁹ ECPAT International and Defence for Children/ECPAT Netherlands. (2016). Offenders on the Move.

SLIDE 23: How is the crime of SECTT evolving?

Activity: Ask participants to refer to the images in the slide to deduce the new ways in which the crime is evolving (Answers – online sexual exploitation of children, low-budget airlines, voluntourism, peer-to-peer travel, private accommodation options - Airbnb and booking.com who have less and less interaction with their customers, or community tourism).

VICTIMS AND OFFENDERS

SLIDE 24: Victims and offenders

SLIDE 25: Who is the offender?

Activity: Show different examples on the slide and ask participants if there is a typical offender (answer: all of them). Explain that it is impossible to establish a typical perpetrator of sexual abuse. Such people do not differ in appearance from others. They can come from an array of social strata and from any profession. Sometimes they occupy influential positions, giving appearance of respectable members of the society, e.g. they are business travellers, teachers, volunteers, missionaries, backpackers who use different avenues to access or situationally gain access to children. Judging by one's look, sex, age, family status or profession may lead to false assumption and enlarge the risk of child sexual abuse.

Pictures: Mary Kay Le Tourneau, teacher, 35 lat, UK, married, four children, sexual abuse of 13 years old boy; Michael Lewis Clark, ex-military, 70 years old, USA, 2004 arrested in Cambodia for sexual contacts with boys age 10-13 and Waralongkorn Janehat, director of an orphanage in Thailand, sexually abused children age 13-17).

Trainers are encouraged to provide case examples from their own country or region. As an example, we refer a case from Cambodia: *British child sex offender was sentenced to 15 years in jail. The offender had rented an apartment in Phnom Penh and brought several street boys into his room in the apartment, where the alleged sexual abuses took place. He taught them English, fed them, supported their school fees and allowed the boys to play in his apartment, gaining their trust before abusing them.* More at: http://aplecambodia.org/british-child-sex-offender-sentenced-to-15-months-in-jail

Why do people sexually abuse children?

One of the main motivations to abuse is the desire to feel powerful and in control, which becomes evident during the child grooming process. For some offenders, this feeling of power might compensate low self-esteem or difficulties in establishing healthy relationships with adults. Others might abuse children despite being in a relationship with an adult.

Some offenders are "paedophiles", which means that they have a sexual disorder and feel sexually attracted to children. Nonetheless, it is important to note that having this attraction it is not an excuse for their behaviour, as not all people with "paedophile" tendencies abuse children. In some cases, perpetrators show a low ability to empathise with children and some explain the abuse by saying that they were simply offering their victims love and attention the latter were demanding. Alcohol or drug misuse are other factors which can contribute to a lack of self-control mechanisms and can lead to the crossing of social and moral boundaries which result in sexually abusing children.

Some abusers may allege having been themselves victims of abuse during their childhood. Even if this might be true, it is important to note that the vast majority of victims of sexual abuse in childhood do not become perpetrators, so there is not a direct cause-effect relationship.

Conclusion: There is no typical offender, as SECTT has become far more complex, involving not only tourists but business travellers, migrant/transient workers and 'voluntourists' intent on exploiting children, but also large numbers of interregional and domestic offenders.

The reasons and motivations that lead perpetrators to sexually abuse a child are diverse. Whatever the reason to sexually abuse a child, none of them can be used as a mean to justify the perpetrator. The experience of being sexually abuse as a child is often traumatic for the child and might have an impact on their development.

SLIDES 26-27: Is there a typical victim?

First, ask participants and discuss (slide 26). The second slide summarises the main point to raise after the discussion. Whilst victims tend to come from disadvantaged backgrounds, they can also come from any background. The dangers are growing particularly with relation to online child sexual exploitation: social media, gaming, chatrooms are drawing TCSOs to children more easily.

Conclusion: There is no typical victim, but children from minority groups, boys and young children are particularly vulnerable, along with girls and children living in poverty – given that there is no typical victim, prevention and response measures must be tailored to the specific situation.

SLIDE 28: Case study example

Trainers should add and explain a case example that is the most relevant to the context of the training.

SCOPE OF THE CRIME

SLIDE 29: Scope of the crime

SLIDE 30: Where does SECTT occur?

SECTT occurs in every country, no country or a child is immune. Trainers are encouraged to find out about specific regions and countries relevant to their training, you can refer to SECTT website: www.protectingchildrenintourism.org/resources-and-research

SLIDE 31: No country is immune

As no country is immune from SECTT, it is therefore important for travel industry professionals to understand how offenders operate. The following activity outlines where professionals might encounter offenders and should provoke meaningful discussion about the risks involved in travel and tourism, including in the supply chains.

Worksheet (I.3. SECTT Risks - Map Worksheet): discuss with the participants the Map of Atlantis. Where are the travel industry's potential points of contact with TCSOs and could they add any further?

SUGGESTED ANSWERS:

- 1. Travel planning/travel agency may begin in traveller's home country: at travel agent's business or through a tour operator. What does a tour operator need to consider? [How to efficiently inform tourist about the crime of SECTT, measures enforced, avoiding encounters]
- During transport TCSOs may be planning to meet children. Situational offenders might hear of/ be offered services whilst on route. Boredom is unfortunately a facilitator of exploitation (consider using truck driver example as well as US truck drivers' association against trafficking) – keeping travellers informed is KEY. Can place anti-SECTT messages on airlines, trains, taxis, ferries, at service stations.

- 3. Accommodation. Responsibility of staff at accommodation (reception/concierge) to inform of company stance on SECTT. Reinforce zero tolerance. Especially important because this may be the venue where SECTT takes place. A chance to remind participants of the increasing risks of private accommodation as well.
 - a. Note for trainer: this is relevant for all staff to know. As a member of a company, child protection policies are enacted on behalf of the company. Not a personal decision but a professional obligation.
- 4. Travel excursions. This could be during an organised tour. It could be at a nightclub or bar. It could be during community-based tourism. It is the responsibility of tour guides, security guards, maintenance staff and front-of-house to stay alert and inform of company stance on SECTT.

Can participants think of other points of contact? [supplier chain – external tours offered once at hotels. Bars/restaurants within or nearby accommodation, services offered immediately outside of venue e.g. street-vendors, tuk-tuks]

- 5. Volunteering. This would most likely begin online or through a travel agency (unfortunately many still offer voluntourism packages although those offering direct contact with children are decreasing). Staff often work with participants from when they land greeting at airport, sometimes accompany on excursions and out to meals, take to orphanage/institution/community. Chances to observe suspicious behaviour. Also, multiple opportunities to explain clear SECTT policy and laws throughout this process.
- 6. Online. Aside from booking and arranging tours, accommodation and transport online, TCSOs may use online platforms such as forums to find destinations with vulnerable/unprotected children and groom them before travelling to their destination.

SLIDE 32: Points of potential contact of the industry with child sex offenders

First ask participants to share their ideas discussed on the map. Then summarise possible points of contact and add any additional points they might have had.

During the exercise, make sure to emphasise the role that the internet plays in SECTT. Many people consider only the direct links between SECTT and the internet, i.e. the web is used to groom children, sexually abuse children online, contact other offenders or collect information about places with vulnerable/unprotected children.

It's also important to remember, that tourism-related facilities (hotel rooms, Airbnbs, private houses rented to tourists, yachts, cruise ships etc.) can be used to produce child pornography, which is later distributed or displayed online. Sometimes the abuse is simply live streamed from hotel rooms or privately rented houses. Multiple popular internet platforms can be misused for such abusive livestreams, making the crime both less risky and more profitable for the offenders.

Globally, we still fail to keep up with the negative impacts of the internet and the challenges it brings.

SLIDE 33: What is the impact of SECTT?

Discuss possible impacts, including: health risks for local community (including HIV/AIDs), erodes relationship and trust between locals and foreigners, damaged image of the industry and its income, long-term psychological damage for victims, trauma, trust issues and loss of self-esteem. Stigmatisation by family and/or community. Destinations may gain a negative reputation and lose a lot of popularity/income with tourists. Very harmful both to the local population and the travel industry operating within it.

Conclusion: SECTT is not another form of tourism but is a crime – and should be named as such. Offenders who abuse and exploit children are not 'sex tourists' – they are criminals.

PART

3

THE LEGAL FRAMEWORK TO PROTECT CHILDREN

OBJECTIVE: To have participants understand that child

protection is not only a moral obligation but also a legal one, based on the international,

regional and national frameworks.

SUGGESTED TIME: From 30 mins to 90 mins, depending on

the choice of elements and exercises to be conducted, as well as on the time for

discussion with the participants.

OUTLINE:

- International and regional legal frameworks
- National and local legal frameworks & policies
- Soft law instruments

INTERNATIONAL AND REGIONAL LEGAL FRAMEWORKS

SLIDE 34: International and regional legal frameworks

Travel and tourism professionals must be aware of international and national legislation, including extraterritorial legislation, to understand the context in which they operate.

Some of these include: Lanzarote Convention, Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, ILO Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst forms of Child Labour No. 182.

SLIDE 35: The Convention on the Rights of the Child (CRC)

Reference is made to art. 19 and 34 in simplified form, for the participants of the training it is important to understand the main concepts. Stress, that CRC is the most widely ratified convention since it was adopted in 1989.

SLIDE 36: UNWTO international Framework Convention on Tourism Ethics

The Framework Convention, adopted by the UN World Tourism Organization in September 2019, endorses the principle that tourism activities should respect gender equality and promote human rights, especially the individual rights of children and members of other vulnerable groups.

- Art 5.2: "Tourism activities should respect...equality...should promote human rights and, more particularly...of the most vulnerable groups, notably children..."
- Art 5.3: "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 9.6: "...the media...should not in any way promote sexual exploitation in tourism."

The Republic of Indonesia has become the first signatory of the Framework Convention on Tourism Ethics (2 October 2020). Trainers are encouraged to check the UNWTO website for latest updates.

Trainers are encouraged also to refer to the broader framework of the Sustainable Development Goals (SDGs) are part of a global agreement called Agenda 2030, which includes indicators to measure progress towards the achievement of the 17 Goals and 169 targets. Unlike the UNWTO Framework Convention on Tourism Ethics, the SDGs are not legally binding, but represent an additional important political commitment through which governments and other stakeholders have pledged to take concerted action.

As a background information, five targets are directly connected with SECTT in terms of combatting the sexual exploitation of children and developing sustainable and responsible tourism:

- **Target 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Target 8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms
- **Target 8.9** (...) devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- Target 12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism...
- Target 16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children

Worksheet I.4. options: Less time (provide key extracts from these documents), more time: evaluate different principles of CRBP: how do they link to SECTT?

NATIONAL AND LOCAL LEGAL FRAMEWORKS & POLICIES

SLIDE 37: National and local legal frameworks & policies

SLIDE 38: National legislation

Trainers to research and fill this slide based on national legislation and policies regulating the work of travel and tourism industry in your country as well as based on the legislation defining the age of consent, and in particular protection of children age 15-18 from all forms of sexual exploitation.

Trainers may also refer to:

- The Legal Checklist on key legal interventions to protect children from sexual exploitation in travel and tourism with its online elements, available here. The checklist will be accompanied by a country research for Southeast Asia, South Asia, Africa and Latin America that will allow to track progress in the three regions.
- Premises liability laws under which hotels have legal responsibility to exercise due care in protecting its guests and failure to take reasonable steps can result in liability.
- National legislation related to child protection in travel and tourism, including national codes of conduct for the travel and tourism industry. Several countries have introduced national codes of conduct for the travel and tourism industry.²⁰
- Legislation that makes it obligatory to report suspicious situations of sexual exploitation of children to relevant authorities and check documents of children on their premises.
- National Action Plans (NAPs) on Business and Human Rights can be a good way for establishing multi-stakeholder cooperation at national levels to support progress on business and children's rights. NAPs can also serve ECPAT members to track and evaluate commitments and progress on child protection. NAPs can be tracked here, and children's rights are analysed as a separate category here.



Refer to the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse – also known as the Lanzarote Convention, which is considered the most advanced, comprehensive international legal instrument on this issue and it address also the criminal liability of legal persons, such as private companies.

Slide 39: Extraterritorial legislation

Explain exterritorial legislation and discuss why it can be difficult to prosecute a sex offender outside of their country of origin. These include obstacles related to costs, bureaucratic procedures, absence of bilateral or multilateral agreements. That's why most SECTT cases rely on the legal and justice systems of the country where the crime occurred.

²⁰ ECPAT International and the Regional Action Group of the Americas (GARA). (2020, December). Codes of Conduct on Child Protection for Travel and Tourism Industry in the Americas: an overview. For all the documents refer to the website www.protectingchildrenintourism.org

Prosecution should start in the country where the crime took place as it can minimise distress to victims and avoid their having to give evidence in foreign courts. However, this may not always be the best solution, as law enforcement in the given country may have insufficient skills to prosecute or due to high levels of corruption, the victim and witness/es may be pressured to keep silence. Each case should be considered individually, in the best interest of the child.

Consider including case examples concerning extraterritorial legislation for your country. Read the report "Assessment of legal frameworks that address SECTT", available here. For latest research consult ECPAT International website and www.protectingchildrenintourism.org.

SOFT LAW INSTRUMENTS

SLIDE 40: Soft law instruments

SLIDE 41: Overview of the instruments

The trainers should emphasise the significance of soft law that offers framework for coordinated action and works to change attitudes and behaviour. Explain that the UN principles are internationally recognised guidelines that help make behavioural change, as well as shape policies and laws in the countries.

The trainers can refer to the legal checklist, a tool that was developed by ECPAT International in cooperation with Southeast Asian countries and was approved to serve to harmonise laws in the region.²¹

SLIDE 42: Background to the UN Guiding Principles on Business and Human Rights.

SLIDE 43: Background to the UN Children's Rights and Business Principles.

SLIDE 44: SECTT legal checklist.

List of suggestions for national governments to adopt to strengthen their child protection systems. Has been endorsed in Southeast Asia in 2019 by the Parliamentarians from ASEAN Member States which have agreed to take steps to tackle the growing problem of child sexual exploitation in the context of travel and tourism. The checklist can be used by other countries to harmonise their laws.

CONCLUDING ACTIVITIES

SLIDE 45: 'Which myths need to be de-bunked?'

Inform participants that there are two stages to this activity, designed to consolidate and reflect on what has been learnt. True or false questions and final reflection.

Ask participants to brainstorm common misconceptions some people may have about SECTT.

SLIDES 46: True or false?

²¹ Key legal interventions to protect children from sexual exploitation in travel and tourism and online checklist is available here www.protectingchildrenintourism.org/resource/legal-checklist-key-legal-interventions-to-protect-children-from-sexual-exploitation-in-travel-and-tourism. Consult the website for parallel country legal research that is conducted for other regions and countries in 2020.

Show true or false questions – trainers to decide, which form of this exercise propose to the participants. It can be done individually or in groups.

- 1. Tourism staff might not be working somewhere affected by SECTT at the moment, but they may at some point in their career
- 2. There is no single reason for SECTT
- 3. Offenders are typically paedophiles, and facilitators are predominantly male
- 4. Words do not matter it is how we deal with the crime that does
- 5. Combatting SECTT is only a moral obligation

SLIDES 47-51: True or false? - answers

- 1. FALSE. Contrary to stereotypes, SECTT does not only occur in specific infamous tourism destinations of the world, such as South-East Asia or South America. For decades it has affected 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 cheap flights.
- 2. TRUE. There is no single reason for SECTT. 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 SECTT.
- 3. FALSE. Not all offenders are paedophiles. There are both preferential offenders and situational offenders. However, the result is the same a child is exploited by an adult. To add travelling child sex offenders 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.
- 4. FALSE. Words DO matter and how we frame a crime often influences the scale and speed of the response.
- 5. FALSE. Combatting SECTT is not only a moral obligation, but a legal obligation. Make sure you are familiar with laws and policies as well as how they interact with each other and your company policy on child protection.

The trainers are encouraged to sum up, by highlighting the consequences of exploitation for victims, in order to promote empathy among the participants. Sexual exploitation affects not only children's physical and psychological wellbeing—potentially throughout their lives—but can also Concluding activities directlyand indirectly and all areas of children's lives including, but not limited to: family and social engagement, intimate relationships, faith, education, and future employment. For children, the impact of sexual exploitation, and related violence and trauma, is magnified due to their being in the midst of a period characterised by significant brain development, and physical and psychological growth. Furthermore, the impacts of traumatic experiences flow through one generation into another, affecting the subsequent generations. The effects of sexual exploitation on its victims are indeed far reaching and can be extremely serious when not addressed. "Children would like people to come and help them." — a quote from Girl survivor in Thailand.²²

²² ECPAT International (2017). Casting Light on the Care, Recovery and (Re)integration Needs of Commercially Sexually Exploited Children. From the voices of children, adult survivors and their service providers in Nepal, the Philippines and Thailand.

SLIDE 50: Reflecting on Module I

What you should know feel confident in:

- Children's rights and appropriate terminology
- The different forms, reasons and perpetrators of sexual exploitation of children
- Legislation and obligations at the national and international level to protect children

Each trainer can choose their own method for reflection, however we would recommend the traffic light approach. Each participate should write down:

- 1. Something they already knew
- 2. Something they have learnt this session, or something which surprised them
- 3. Something they still want to know

If employing this strategy: Remind participants to write down any questions they want answered in an anonymous question box in the front to be addressed at the start of the next session.

MODULE 2:

RECOGNISING AND RESPONDING TO CHILD PROTECTION CONCERNS



GOAL OF THE MODULE:

Each participant recognises their unique role in protecting children from all forms of sexual exploitation, including trafficking and knows how to apply this in action.

TIMING:

To be adjusted by the trainers.

RESOURCES:

X number of worksheets, flipchart and paper.



OUTLINE OF MODULE II

Introduction for Trainers

PART 1 Action in the travel and tourism industry

- Introduction
- The Code: a tool to guide the industry on child protection
- Establishing and enforcing policy and procedures
- Evaluating risks in your value chains
- Providing information to tourists and travellers
- Engaging stakeholders

PART 2 Identifying suspicious situations and reporting

- Identifying suspicious situations
- Tips on talking to clients and guests
- Implementing reporting procedures

Concluding activities

INTRODUCTION FOR TRAINERS

This session aims to strengthen the self-assurance needed by each member of staff in the travel and tourism industry when confronted with a situation where a child may be at risk of sexual exploitation, and to ensure that staff have a firm understanding of internal policy and how to act upon it.

In addition to the common signs that should alert someone to a potential incident of SECTT, specific knowledge about response mechanisms results in far more instances of reporting. Effective training may be the difference between a case of child sexual exploitation, or steadfast protection.

The most effective child protection policies are streamlined and up-to-date with national and international regulations. Policies are increasingly being adopted both by large tourism companies as well as smaller businesses and introduced, as part of the business models. Therefore, this module includes the design and enforcement of policies and procedures against SECTT.

This part of the training is to be adapted by the trainer, depending on whether the given company already has a child protection policy or needs to develop one and make sure that it's known by management and all staff.

PART



ACTION IN THE TRAVEL AND TOURISM INDUSTRY

OBJECTIVE:

To ensure that managers and staff have a firm understanding of The Code and internal policy on child protection and how to act upon it. This section needs to be adapted to the participants – different elements shall be discussed in depth with management and different with staff.

SUGGESTED TIME:

From 30 mins to 90 mins, depending on the choice of elements and exercises to be conducted, as well as on the time for discussion with the participants.

OUTLINE:

- Introduction
- The Code: a tool to guide the industry on child protection
- Establishing and enforcing policy and procedures
- Evaluating risks in your value chains
- Providing information to tourists and travellers
- Engaging stakeholders

INTRODUCTION



SLIDE 1: Action in the travel and tourism industry

SLIDE 2: What will you learn in this module?

This module takes you further than an understanding of the crime of SECTT and puts it in the context of your company's operations and more specifically, your role within it.

It will address measures taken by responsible companies to prevent SECTT, reporting procedures and response mechanisms when a member of staff suspects a case of SECTT, and how to effectively communicate with clients and guests during proceedings.

THE CODE: A TOOL TO GUIDE THE INDUSTRY ON CHILD PROTECTION

SLIDE 4: The Code: a tool to guide the industry on child protection

Trainers need to adjust the training, depending on the participants. There are several scenarios that can be discussed: If you are taking part in this training, it means that you are either an existing member of The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (hereinafter "The Code"), a new member (welcome!) or your company is adopting a similar child protection strategy. Even if your company is not yet a member of The Code – it is important to run through its six criteria to understand how all companies in the travel and tourism sector can use these to ensure children are protected from sexual exploitation. Delving deeper into the six criteria will form the basis to this module.

SLIDE 5: What is The Code? – Question This is to see, even with the participants who are from a company that is a member of The Code, whether they know about it and their internal policies. Allow time for quick discussion.

SLIDE 5: What is The Code? – Answer (a broader background is provided for the trainer, to have an overview of the topic, but to choose only relevant information for the participants of the training).

Before discussing The Code, explain that there are various industry codes which purpose is to ensure widespread compliance with an agreed upon set of objectives that benefit a range of stakeholders which may include workers, employers, consumers and communities including children. These objectives usually revolve around wanting to do the "right thing", having a competitive edge, enhancing consumer confidence by signalling to consumers that the organisation's product, service or activity meets certain standards and mitigating the potential risks of individuals using the travel and tourism infrastructure for criminal purposes.

Codes can vary in scope. In some instances, the codes may be national or target a defined geographical area at local level. For example, in the Americas, substantial progress has been achieved in the adoption of national codes of conduct to better protect children from sexual exploitation in travel and tourism. For reference see the publication by ECPAT International "Codes of Conduct on Child Protection for Travel and Tourism Industry in the Americas: an overview".²³

²³ Publications available at www.protectingchildrenintourism.org

Codes of conduct are flexible instruments that can be refined and improved over time. As an example, the UNWTO Global Code of Ethics for Tourism was adopted in 1999 by the General Assembly of the World Tourism Organization. In 2011, the UNWTO formulated the Global Code of Ethics for Tourism, for the signature of private enterprises worldwide. In signing the commitment, companies pledged to uphold, promote and implement the values of responsible and sustainable tourism development championed by the UNWTO Code. They further undertook to report on their implementation of the Code's principles in their corporate governance to the World Committee on Tourism Ethics. Four years later in 2015, the World Committee on Tourism Ethics submitted a proposal to the UNTWO General Assembly to convert the Global Code of Ethics for Tourism into an international convention to reinforce its effectiveness. The Framework Convention on Tourism Ethics was adopted by the UNWTO General Assembly in 2019, moving from a voluntary set of guidelines to a binding international instrument that works to make the global tourism sector more ethical.

A code of conduct can apply to a single company, several companies or organisations, an entire sector or many sectors. For example, The Code is a multi-stakeholder initiative hosted by ECPAT International with the mission to provide awareness, tools and support to the travel and tourism industry to prevent the sexual exploitation of children. It welcomes membership from all companies in the travel and tourism industry including companies with employees who travel. Local Code Representatives (LCRs) are typically ECPAT member groups that possess a strong expertise in child protection and experience working with the private sector²⁴. They support the travel and tourism industry, as well as their respective governments in the implementation of The Code at national and local levels.

Explain further, that The Code is a practical initiative for private sector companies to implement child protection measures throughout their operations, including in their supply chains. In November 2019, following the transition from The Code's previous Board of Directors, The Code was established as a programme under the Secretariat of ECPAT International. Code members are provided with training, either in person (like this) or through e-learnings to which all Code member staff have access, personalised to their role within the profession. E-learnings complement the face-to-face trainings – having successfully completed the e-learning, each participant receives a certificate that can be downloaded online. Access to the e-learnings can be shared by managers or contact persons to The Code.²⁵

Explain briefly how Code membership works Companies apply to become members of The Code, and, if approved, pay their membership fee and receive support from a local organisation – so called Local Code Representatives (LCRs) and/or The Code Secretariat to fulfil the six criteria. [Picture of criteria in upcoming slides]. Every year, Code members submit an annual report to the Secretariat to outline their implementation of the six criteria. Best-performing members are recognised as 'top members'.

Explain also, that The Code is a practical way to implement global sustainability standards. For example, the Global Sustainable Tourism Council (GSTC) includes criteria applicable to minimising negative impacts on children and preventing the sexual exploitation of children in travel and tourism, and requires "Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism".

- **SLIDE 6:** What are the six criteria of The Code? Informative diagram included on slide. Trainers to discuss any questions from the participants.
- SLIDE 7: What impact is the Code having?

 Thanks to The Code, over 1,200,000 industry professionals have been trained to detect and report signs

²⁴ If your organisation is not yet a Local Code Representative (LCR), and would like to become one, please contact The

²⁵ For more information consult the website: www.thecode.org

of sexual exploitation of children (as of July 2020 – check The Code website for the most recent updates). The Code has members in over 50 different countries, working closely with Local Code Representatives (CSOs that focus on child protection/SECTT – usually ECPAT members) to provide a holistic response to this crime. Members of staff trained as part of The Code report feeling more confident in response mechanisms as well as understanding the nature of the crime itself and their imperative role within it. It contributes towards a growing network of responsible companies who provide a sustainable and safe future for children.

ESTABLISHING AND ENFORCING POLICY AND PROCEDURES

- **SLIDE 8:** Establishing and enforcing policy and procedures
- **SLIDE 9:** Why do we need strong child protection policies in the industry? Question Ask question to the participants and allow for discussion. You can divide participants in groups or discuss it in forum.
- **SLIDE 10:** Why do we need strong child protection policies? Answers

 Emphasise the importance of child protection policies. Hotels, tourism operators, airlines, taxis, tour companies, booking platforms and all other types of companies in the travel and tourism industry should analyse how their businesses can be potentially used by travelling child sex offenders. Reception staff at hotels, bar staff at pubs and discos, taxi-drivers in the street, tour guides, people travelling for business and others can all easily be approached with more or less direct questions about where boys and girls can be found or be witness to a potential case of sexual exploitation and trafficking. They can be also faced with number of different situation that may pose risk of exploitation of children, and they should know what to do and feel comfortable to speak up and report.
- **SLIDE 11:** Examples of exploitation indicators

Activity: Discuss a few case studies (please note that the ones in the slide are from Accor hotel trainings, you may wish to use other examples from the ground). Discuss, how did the offenders gain access to children and what could/should staff have done? Initial discussions. Ask participants to write down their responses now and compare at the end of this module. Participants may do this exercise in groups.

If you deem it appropriate/have time: Open the floor for participants to share if they have seen/heard of anything similar in their professional experience.

- **SLIDE 12:** Why is SECTT not always reported? Question Allow participants to discuss the question before running through these answers. Ask them to see if they had any others to add.
- Staff may want to avoid any form of confrontation, may fear they will not be supported by supervisors or colleagues, may not know what to do, what to report, what to do with the child or the suspect if they report an incident. We recommend to read more in the publication "Reluctance to report sexual exploitation of children related to travel and tourism", published as part of Alert Actors Report Project, available here. Stress, that once a child protection policy is in place, such fears of staff can be resolved when talking with clients, staff can clearly refer to the policy.
- SLIDE 14: Hypothetical situation importance of having a child protection policy

 Present a hypothetical situation that a staff may face: A traveller seeking to visit/explore the area has seen that you work in or with the travel and tourism industry, and has subtly asked you where might be a good place to find girls or boys.

Explain, that the existence of a clear corporate policy for zero tolerance on the sexual exploitation of children will make a real difference here. 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. Strong, integrated policy results in more staff reporting the crime/their suspicions. A clear policy, also supports staff to communicate the topic to customers.

Explain, that the next few slides will take participants through how the existence of a clear corporate policy for zero tolerance of the sexual exploitation of children can make a real difference and result in more staff reporting the crime/their suspicions.

SLIDE 15: What are the features of a strong child protection policy?

Clear definitions (unambiguous), zero-tolerance policy, outlines response procedures, defines children, will sometimes list exact person to be reported to, if not the position i.e. line manager, supervising manager. Contact details of the police/relevant authority should be made readily available to all staff.

Activity – Evaluation of strong policies [see worksheet II.1.]

Provide each group with printed copy of extracts of 3-4 policies. Annotate WHY they are strong and what they particularly like about these policies. Include options to improve. Discuss with the participants. This activity will be particularly useful if a company is yet to develop a child protection policy. However, it may be also useful to review and compare the current policy of a company. Trainers are encouraged to add to the worksheet the policy of the given company that they are doing the training for.

SLIDE 16: What the benefits of a strong policy? – Question

Ask participants – brainstorm. Consider asking additional questions, depending on the context – have they already used it when talking to clients? How did it help them?

SLIDE 17: What are the benefits of a strong policy? – Answers

With the implementation of a suitable protocol and the provision of training for staff, a company can more effectively respond to any suspected cases of SECTT. They will also know how and when to involve law enforcement if needed, and ensure that all personnel have the confidence to communicate with clients in a professional manner.

Consider adding and showing to the participants some other examples:

- Booking.com revealed in 2017 that customers increasingly want sustainable travel options
- 2015 study showing that customers want their travel agents to ensure their holiday is sustainable
- TravelAgentCentral 2018 findings

EVALUATING RISKS IN THE SUPPLY CHAINS

SLIDE 18: Evaluating risks in the supply chains

SLICE 19: Opening discussion about supply chain risks.

What does this mean for the travel and tourism industry? What does this mean for your company?

What are different risks in supply chains in tourism (in this part of the discussion they can go beyond child protection) – trainer to add name of company/companies participating in the workshop.

SLIDE 20: Where might children become at risk in the travel and tourism supply chain?

Question: Analyse with the participants specific risks to children related to their own company.

SLIDE 21: Where might children become at risk?

Which child rights risks do you think/know of, may be affected in the supply chain for the travel and tourism industry? Discuss relevant examples, these may include private accommodation websites; different modes of transport: including airlines, taxis; outsourced security, maintenance staff, staff at occasional events, tour operators; facilities managed by third parties: karaoke, spa, activities for children and others.

Outline possible risks: Reputational damage and brand perception, legal implications (to be discussed in upcoming slides), consumer trust, business interruptions and most importantly – harm to children.

- A company can cause SEC e.g. by employing children and exposing them to sexual exploitation by clients or staff; by tolerating SEC on their (or suppliers) premises, in their own expense accounts, through ICT
- A company can contribute to SEC e.g. by working with suppliers that facilitate SEC; by not ensuring background checks for staff with direct contact with children; by organising voluntourism activities; by not providing conditions of employment that ensure adequate standard of living for workers with families
- A company can also neither cause nor contribute to SEC but its infrastructure can be used by offenders; also, children in their community may be particularly vulnerable to SEC due to number of economic, social and cultural factors

SLIDE 22: What to base on your child protection policy?

UNWTO Framework Convention on Tourism Ethics, UN Children's Rights and Business Principles, the Convention on the Rights of the Child, The Code, additional certifications and tools.

Handout: Extracts from these documents (optional).

SLIDE 23: The Code & the supply chain

Offenders can take advantage of weak links in the supply chain to gain access to and exploit children. By implementing The Code, companies can:

- Develop and enforce a strict policy, communicated to all guests
- Have a zero-tolerance policy in supplier contracts
- Organise training for all staff and require them to remain vigilant and report concerns
- Engage stakeholders in child protection, strengthen the capacity of entire communities to respond to/tackle SECTT

PROVIDING INFORMATION TO TOURISTS & TRAVELLERS

SLIDE 24: Providing information to tourists & travellers

SLIDE 25: Example video

Can be a video from Dusit Thani hotel (see here) or other material proposed by the trainer.

SLIDE 26: Informing tourists & travellers: how & why?

Discussion point: What are some key campaigns you have previously used to engage travellers? What made them successful/unsuccessful?

Table on the slide to prompt discussion – ask participants to list HOW they might inform travellers of the dangers of SECTT and WHY they should do so.

SLIDE 27: Informing – include ECPAT member's contributions, either from your own organisation, other ECPAT

members or various civil society organisations. An example of the campaign is "Don't Look Away!" that was promoted in the occasion of the World Tourism Day by ECPAT International with ECPAT members in India.²⁶

ACTIVITY (worksheet): Design a strategy to reach travellers and tourists most effectively, considering: Typical level of engagement with clients, different platforms available, depth and scope of message, cultural and local context, legislation. You might want to make this into a competition with each group presenting their pitch. See worksheet – II. 2. Raising awareness of travellers and tourists on SECTT.

ENGAGING OTHER STAKEHOLDERS

SLIDE 28: Engaging other stakeholders

SLIDE 29: What are the benefits of working with various stakeholders?

Discuss with the participants all benefits, that will also make their work easier.

Consider reflecting on what child protection and the implementation of The Code mean in different countries and regions, and what external challenges is a given company facing?

SLIDE 30: Which stakeholders might you work with (diagram)

Elaborate on who stakeholders are – other actors in private sector, tourism authorities, law enforcement, CSOs – including ECPAT International and its members and LCRs, national governments, intergovernmental bodies. Ask participants to analyse which of the stakeholders are key for them to effectively protect children.

For examples on successful corporations, in particular with the private sector refer to Effective ways of working with the private sector - background paper and guidance.



²⁶ ECPAT International, The World Tourism Day (2019).

PART



IDENTIFYING SUSPICIOUS SITUATIONS AND REPORTING

OBJECTIVE: To strengthen the self-assurance needed

by each member of staff in the travel and tourism industry when confronted with a situation where a child may be at risk of

sexual exploitation or trafficking.

SUGGESTED TIME: From 45 mins to 120 mins, depending on

the choice of elements and exercises to be conducted, as well as on the time for

discussion with the participants.

OUTLINE:

- Identifying suspicious situations
- Tips on talking to clients and guests
- Implementing reporting procedures

IDENTIFYING SUSPICIOUS SITUATIONS AND REPORTING

SLIDE 31: Identifying suspicious situations and reporting

Activity – collectively brainstorm "What would indicate to you that you might be witnessing a case of SECTT?"

SLIDE 32: SECTT indicators

Outline possible signs related to children and adults, for example

- an adult with child who does not look related
- child looking uncomfortable or scared
- child not making eye contact
- an older child not going anywhere alone
- adult not able to produce identification for child
- adult interacting with vulnerable and unknown children
- adult intimacy with child
- child dressed inappropriately or very differently to the adult
- child returning very late at night
- child not knowing what is the purpose of the trip or what is the travel destination etc.
- language barrier between the child and adult

Remind participants that if they have a feeling that a situation may be suspicious, there may be a good reason for that. Although a suspicion MAY be unfounded, most adults with good intentions will be glad that your company has a child protection policy and cares about safety of all children. Your suspicion may also NOT be unfounded, and in this case you will have save a child from exploitation.

Stress, that these are some of possible indicators, but that there may be many other suspicious situations. Ask participants to add other indicators that they find relevant in their work.

SLIDE 33: Video – "So many chances to stop the sexual exploitation of a child" Show the video that explains that there are so many chances to stop sexual exploitation of a child. The video is available on the website www.dontlookaway.report

TIPS ON TALKING TO CLIENTS AND GUESTS

SLIDE 34: Tips on talking to clients and guests

SLIDE 35: What to do if you are faced with a suspicious situation?

Explain to participants that you will discuss the following:

- What should you say?
- What tone should you use?
- What documents can you refer to?

SLIDE 36: What to do? Answers

- Ask for the child's ID/both IDs
- Be polite but firm when asking for ID
- Explain the company's policy and ensure you depersonalise the situation: As a member of staff you
 are following company procedures in all situations involving children
- Refer to a copy of the policy if possible/necessary

Remember you are doing the right thing!
Ask participants if they would like to add anything.

SLIDE 37: Conversation Activity

Ask participants to divide in groups of three and take the roles of a staff member, a guest and an observer to the exercise. Show two scenarios – in groups, they choose a scenario and enact conversations. The role of the observer is to listen to the conversation and report back in the plenary what went well and what difficult during the conversation. Participants can take turns in different roles. Observer to offer feedback. Allow time for whole group feedback on the activity.

SLIDE 38: How might a tourist or traveller react?

SLIDE 39: How might a tourist or traveller react? Answers

- Most travellers and tourist react positively. However, it is possible, that some people will get angry, defensive or call for management.
- Reacting negatively does not mean automatically that the person is an offender. It is important that, despite the reaction of the guest, you maintain your demand for ID and follow procedure, citing company policy.

SLIDE 40: Why is it important for management to support all staff?

Discuss key reasons – ask participants to discuss what they think these might be.

Answers: To protect the child, unity strengthens the reputation of the company and reaffirms commitment to policy, solidarity also affirms team spirit – all staff working according to the same, important values.

SLIDE 41: Immediate response

This section will address — what to do in the immediate aftermath of an identification of a suspected situation of SECTT, the type of data to record and who should make and receive the report.

SLIDE 42: Situations you might find yourselves in

When presented with a possible case of SECTT, you may either think "something does not feel quite right" or you may sense that "this child is in immediate danger". Your response will vary depending on which of these situations applies.

Ask participants to discuss with their neighbour what they must do in each scenario, reinforcing that there will be plenty of overlap between the two cases.

SLIDE 43: When something does not 'feel right'

Discretely increase surveillance of the client's behaviour and notify your manager or a person in charge. If a client is checking in/registering you can delay the check-in process (reception). Inform the guest about the registration obligation, ask for the child's ID, let other staff help you - cooperate!

Emphasise that all staff should support each other where possible. Cooperation is of huge assistance in these circumstances and reinforces that you are following the company's policy. Some staff may be outsourced to other companies; this may include for example security or the night porters – it is important to stress that the communication between all staff, even if "outsourced", should be ensured, in case any suspicious situations are observed.

SLIDE 44: When you suspect or see a child in immediate danger

Inform the hotel manager or person in charge. Ensure safety and care for the child – make sure the child is NOT left alone. If possible, and if the situation does not raise any doubts, have security guards detain the suspect. Manager should notify the relevant law enforcement authorities - all staff follow the officer's instructions. If the suspect has been staying at the hotel, try to secure their room for evidence.

Keep the suspect with security guards out of the public eye to avoid creating a scene/disturbance. This will interfere with the efficiency of any response.

Why is this important to act? Best interests of the child must always come first.

Why might this not always be a good option? – answer: you should avoid creating a public scene/disturbance. This will interfere with the efficiency of any response.

Discussion: Ask staff members from different departments how they can cooperate in situations requiring an intervention. Divide into groups where there are representatives from different positions.

IMPLEMENTING REPORTING PROCEDURES

SLIDE 45: Implementing reporting procedures

SLIDE 46: Who to report to? Question

SLIDE 47: Who to report to? Answers

There are two lines of communication. WITHIN your company and OUTSIDE of your company. Discuss – what are the options in these two categories? Who would you contact?

- Within the company: Manager, a person in charge designated by the management, security.
- Outside the company: Relevant law enforcement authorities, local police and/or local child protection civil society organisation, it can be an ECPAT member or other organisations.

Please note, that the trainer needs to know whom the company may refer to and should be able to explain local mechanisms of reporting that work and can be trusted (law enforcement, low-threshold reporting mechanism, NGOs).

If for any reason it's not possible/safe to speak with police, contact should be made with local ECPAT members or other local child rights organisation. If speaking to an embassy, staff should ask if there is an embassy Police Liaison Officer before giving the information – ensuring information is only shared with those who need it and can act effectively on it.

Inform participants that the first priority (where possible) should be to contact the police. For other reporting mechanisms trainers can refer to the page compiled by Child Helpline International that can help find contact details of the child helpline services in a given country. Read more here: www.ecpat. org/what-we-do/report-child-exploitation

SLIDE 48: What to report? Question

Activity: Discussion – which details do you think need to be reported? List as many as you can in three minutes. Exchange with a group next to you – how many of the same ideas did you get? Which did you differ on and do you agree with the inclusion of the extra points?

SLIDE 49: What should you report? Answers

Enforce the point that the more detail the better. 5 key questions: who, what, where, when and why suspicious.

Note key details that can be key for law enforcement:

- Anything you can say about the victim or suspect's identity. This includes physical description, such
 as clothing, hair colour, facial features, weight, height, distinguishing features, for example tattoos
 and ages
- Anything else that might help to identify those involved, such as licence plate numbers, vehicle make/type/colour (take a picture if it is safe to do so), accents, languages used etc.
- Location details, such as the name of restaurants, bars or street name and number (you can geotag
 it in your phone and share the location)
- Details of other witnesses
- The exact date and time
- And also if you are worried about your own security, in relation to reporting.

SLIDE 50: Reporting Procedure Worksheet

Activity: "Which Should You Do and which you Should NOT do?" Refer to worksheet II. 3.

SLIDE 51: Learning into Action

Trainer to decide which option is most suitable for current training.

For companies with no policy – use the 'design your own policy' – see worksheet II. 4.

For companies with existing policy – have digitally displayed or printed out copies of their existing policy, with criteria for strong policy on display: Qualities of a good policy: Robust, realistic, clear response mechanisms, state objectives and scope, clear definitions, appropriate terminology and discuss.

CONCLUDING ACTIVITIES

SLIDE 52: Reflection on Module II

What you should now feel confident in:

- What an effective child protection policy looks like and why it is so important
- The importance of streamlined responses and the full commitment/assistance of all staff
- Appropriate ways to communicate with clients if you have SEC concerns
- Efficient reporting procedures

Each trainer can choose their own method for reflection, however we would recommend the traffic light approach. Each participate should write down:

- 1. Something they already knew
- 2. Something they have learnt this session /or something that surprised them
- 3. Something they still want to know

If employing this strategy: Remind participants to write down any questions they want answered in an anonymous question box in the front to be addressed at the start of the next session.

This quick fact check can be conducted either at the end of session 2 or the beginning of session 3. Make sure you run through the answers and clear up any misunderstandings. Refer to worksheet II. 5.

MODULE 3:

MAKING A LASTING CHANGE FOR CHILDREN



GOAL OF THE MODULE:

Participants move beyond individual awareness of the issue to building an industry-wide commitment to preventing the sexual exploitation of children.

TIMING:

40 mins - 60 mins, depending on the choice of slides, number of participants and organisation of the module by the trainer.

RESOURCES:

This is mainly a discussion based session.

OUTLINE OF MODULE III

Introduction for Trainers

PART 1 Continuing the commitment

- Introduction
- Actions beyond child protection policy

PART 2 Child protection partnerships

- Raising awareness
- Building partnerships

PART 3 Let the world know that you are a responsible company!

- Speaking up
- The Code Top Members
- Concluding activities

Concluding activities

INTRODUCTION FOR TRAINERS

Emphasise that this is a shorter module but equally important – understanding the issue is the first part of the problem; sustained commitment means measures are put in place and company ethic and mentality is adopted which prioritises protecting children. Meaningful child protection policies are lasting and wide-reaching.

Whilst training the travel and tourism industry to stay alert and respond to cases of sexual exploitation of children is a key aspect, this alone is not enough. In order to truly contribute to the elimination of this crime, intervention is needed across several levels of society; through multi-stakeholder and inter-sectoral commitments. Collaboration between stakeholders results in increased awareness and sensitises the general public towards these issues, countering the taboos which can be so damaging in protecting children from sexual exploitation.

Child protection needs to be embedded into the culture and operations of the private sector, who cannot act alone, but in cooperation with law enforcement, the public, as well as civil society organisations. Private companies can take their own initiative, engage broader partners, raise awareness, host events and help to put pressure governments and national tourism authorities to create enabling environments to ensure that children are protected.

PART



CONTINUING THE COMMITMENT

OBJECTIVE: To have participants understand how to

sustain commitment to preventing sexual exploitation of children in a long term.

SUGGESTED TIME: From 15 mins to 30 mins, depending on the

time for discussion with the participants.

OUTLINE:

- Introduction
- Actions beyond child protection policy

INTRODUCTION

SLIDE 1: Making a lasting change for children

SLIDE 2: Kahoot Activity – recap

Trainers can choose to use "Kahoot" activity or a different method, depending on their group. If relevant, you can encourage participants to form teams. This method may be more appropriate for the mixed groups of participants, rather than for groups composed only of management.

Kahoot Instructions:

- 1. Log into kahoot.com For access to Kahoot please consult the worksheets.
- 2. Click "Host Kahoot" in the green box at the top and click play for "SECTT knowledge check", this will bring up a screen with instructions and an access code
- 3. Have participants follow on screen instructions and input the access code
- 4. Play!

SLIDE 3: What will you learn in this module?

In this final session, we will be moving beyond the role of an individual or even a company in combatting SECTT, and looking at what your company can do to protect children on a wider scale.

- a) From implementation of The Code a continued commitment to tackle SECTT
- b) Establishing broader child protection partnerships
- c) Letting the world know that you are a responsible company! How & Why

SLIDE 4: Continuing the commitment

CONTINUING THE COMMITMENT

SLIDE 5: Actions beyond child protection policy? - Question

As a member of The Code, or simply as a socially responsible company, you will have committed to embedding child protection into your business policy and operations. Having done this, how can your company sustain commitment to preventing SECTT in a long term?

Allow time for discussion.

ACTIONS BEYOND CHILD PROTECTION POLICY

SLIDE 6: Actions beyond child protection policy? - Answers

Raise awareness in the community, support other child protection initiatives, stay up-to-date to understand the problem of SECTT, report annually (as members of The Code), conduct regular trainings and staff inductions (ensure that all new staff members are trained; particularly important in an industry with high staff turnover). Another way of helping is to offer financial support to civil society organisations that work on the issue.

SLIDE 7: Supporting youth

Supporting youth, and in particular disadvantaged youth as well as youth survivors is a critical way to stay proactive. Your company can prevent SECTT also by empowering youth by reducing their vulnerability due to economic desperation. Giving skills to youth, can break the cycle of poverty and dependency which often leads to exploitation. This slide gives examples of how TUI Care Foundation and Step-in Step-up Academy in Myanmar runs programmes to train youth in hospitality. TUI Care Foundation has set up micro-projects to educate at-risk youth and their families in the south of Thailand and Cancun, both in extremely touristic areas. You can also mention Melia Programme for at-risk youth in collaboration with Pinardi that trains them in hospitality (see worksheet III. 1).

Trainers are encouraged to look for other examples from their country or region and gather good examples from the participants or ask the participants to search for the local/international examples during the training (e.g. via mobile phones).

Ask the participants if they feel inspired by presented examples and encourage them to share their brief ideas to go the extra mile.

SLIDE 8: Customising your training

Once you have been involved in child protection, you can use this experience to add to future trainings and staff policy, including: How might this crime look for your employees? Who EXACTLY should you contact in a suspicious situation? Which responses typically work well and have worked well in the past?

Have your own staff involved in the training process — what have they seen? What have they seen that has worked well and which approaches have perhaps been less effective?

Both AccorHotels and RIU have done this and find it very effective.

The company you are providing the training for, may already have a customised training. If so, discuss how they have adapted the policy. Has it been effective? Would they seek to add to it further?

SLIDE 9: Code member example – RIU Hotel Training Video [Spanish]

Other video can be used, this one is available only in Spanish. Consider using examples from your country or region. Discuss the video with participants: What did they like? Which strategies are relevant for them?

PART 2

CHILD PROTECTION PARTNERSHIPS

OBJECTIVE: To have participants understand why

awareness-raising and building partnerships are key elements to protect children from

sexual exploitation.

SUGGESTED TIME: From 15 mins to 30 mins, depending on the

time for discussion with the participants.

OUTLINE:

- Raising awareness
- Building partnerships

CHILD PROTECTION PARTNERSHIPS

SLIDE 10: Child protection partnerships

RAISING AWARENESS

SLIDE 11: Why is awareness-raising important?

Important because it stimulates open and public discussion, presents a clear and united front against the crime, informs other companies what they can do to protect children, informs travellers and tourists about how and where to report crimes if they see or suspect SECTT, strengthens existing networks of responsible companies with clear indications of who is taking a stand against SECTT and which companies are responsible.

SLIDE 12: Examples of raising awareness

Show examples of initiatives that were organised in cooperation between CSOs and the private sector. These include campaigns from the airports, an initiative from Colombia "La Muralla soy yo" (I am the wall) where entire communities are coming together to protect children or UNWTO 2015 poster which could be used in travel agencies, hotels, airports. Company marketing material for tourists would be great here!

BUILDING PARTNERSHIPS

SLIDE 13: Which partners can you work with to protect children from SECTT?

Trainer to adapt the slide and the presentation for local context.

Discuss WHO to work with, HOW and WHY. Explain importance of working with and promoting other responsible companies in their community, as well as working with local and national government, grassroots and community organisations, NGOs and UN agencies.

Consider what do national tourism authorities do? For example: Promote their country to an international audience, establish and enforce tourism business standards, make decisions on types of tourism and promote sustainable and safe tourism.

Discuss, how they can work together? For example: Share experiences, best practice, share/receive guidance; implement child protection standards; work towards sustainable, lasting change in attitudes and approach to child protection.

SLIDE 14: How can you work with your LCR/local child protection organisation?

Trainers to explain how you can support the participants/their companies: Specialised knowledge, past experience, expertise and guidance. Share examples if you have worked with other companies.

Trainers should know the company before they start the training, however, you can still ask participants to share with you some more information about their company, its mission and activities.

Discuss, what benefits the partnership can bring.

SLIDE 15: Learn more about child protection networks!

ECPAT International and the Down to Zero Alliance are two examples of networks of child protection organisations around the world. Down to Zero focuses on Southeast Asia and Latin America (as of 2020). ECPAT has over 100 members in more than 100 countries. Trainers are encouraged to share information about other NGOs networks in the given country or region that can support companies, and that provide direct support and help to children.

PART

3

LET THE WORLD KNOW THAT YOU ARE A RESPONSIBLE COMPANY!

OBJECTIVE: A have participants understand that a vital

part of child protection is speaking up.

SUGGESTED TIME: From 15 mins to 30 mins, depending on the

time for discussion with the participants.

OUTLINE:

- Speaking up
- The Code Top Members
- Concluding activities

SPEAKING UP

SLIDE 16: Let the world know that you are a responsible company!

SLIDE 17: Child protection = speaking up

A vital part of child protection is speaking up! By informing people about the positive work done by your company, including through multi-stakeholder partnerships — you are helping to expand the network of protection offered to children. Speak up about positive work being done by your company; real change achieved through partnerships; excitement about the expansion of child protection network and spread word about the need for increased safety for children in tourism.

SLIDE 18: Dispelling the myth

Taking a stance against the sexual exploitation of children by no way indicates that your company may be more exposed to it than any other organisation or location! SECTT is a global problem and no country nor a child are immune. Speaking up demonstrates that you take a stand of zero tolerance to this crime in order to make your hotel, brand, area or the tourism industry in general, a safe place for children.

SLIDE 19 -20: Speaking up – Code member examples

Provide examples from companies that are members of The Code. Social media: Step-in Step-Up posts.

Projects: TUI Foundation, along with the Dutch Ministry of Foreign Affairs, has funded micro-projects for The Code in Phuket, Thailand and Cancun, Mexico, allowing experts to train children themselves in vulnerable communities on their rights and protection.

Extending CSR: Hyatt 2018 initiative – "Helping hotels be the business blueprint for tackling human trafficking", AHLA 5-star project

Trainers are encouraged to find examples from their country or region.

SLIDE 21: Showing the world you are a responsible brand.

Explain, that it's important to include actions by companies in their annual reports and make them public. Show example of CWT publicising their responsible business report or fine other examples relevant for your country or region.

SLIDE 22: How do you plan to speak up about protecting children?

Optional activity: Group work – brainstorm some projects that the company could enact to combat SECTT in partnership with other stakeholders.

THE CODE TOP MEMBERS

SLIDE 23: Code Top Members - will you be next?

Show examples of companies, that are top members of The Code, adjust the slide to your context. Find out the most recent information on www.thecode.org/who-have-signed/intro/

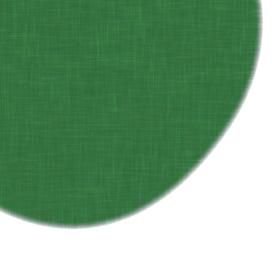
CONCLUDING ACTIVITIES

SLIDE 24: Reflecting on Module III

What you should know feel confident in:

- Sustaining your Child Protection commitment beyond this training
- Why and how to establish broader partnerships across your country/region
- Speaking out about child protection and the prevention of SECTT! Stand proud with your company and your own determination to end this crime and keep travel and tourism safe for all.

SLIDE 25: Ending of Training Survey (worksheet III. 2.)



WORKSHEETS FOR ALL THE MODULES ARE AVAILABLE AS SEPARATE WORD FILES, UNDER THIS LINK.

HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/1EYMTXWZQ9R86S23SFSS7NQE1KQ0HLQPC

- Worksheets Module I
- Worksheets Module II
- Worksheets Module III
- Additional worksheets for longer trainings





