

UN World Tourism Organisation
Task Force
for the Protection of Children in Tourism
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for Combating Child Sex Tourism



Code of Conduct

A brief overview

- A set of six clear criteria binding tourism companies and ranging from awareness-raising to training and monitoring
- An expanding base of signatories
- The most successful form of collaboration between the tourism private sector, NGOs and governments
- A new strategy to give further boost to the Code's effectiveness



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



“The Code” organisation



New strategy of implementation

Current and future challenges

- A large base of partners growing and diversifying at an increasing speed: the organisation needs to cope
- Progressive affirmation of 6 Code criteria as the *de facto* standard for the industry's commitment in combating SECT



The resulting strategy

- Growth of organisational processes
- Attainment of self-sustainability through own finances
- Adequate positioning of the Code as a brand
- Tailoring of Code criteria to specific types of companies

Actions

- Increase in Code staff
 - Setting of quality standards
 - Active fundraising
 - Worldwide co-ordination and representation (at HQ level)

 - Decentralisation/Regionalisation of some operations (regional implementation; quality assurance; regional campaigning)
 - Programme implementation
 - Contacting potential new signatories (at both regional and local level)
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Code signatories:

2007 (start)

-696 signatories in 26 countries (4 continents)

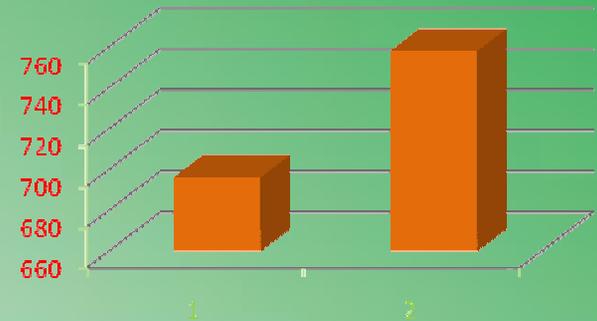
2007 (end)

-Another 62 signatories, adding up to 758, in 30 countries (openings in Albania, Canada, Morocco, Turkey; considerable increases in the number of signatories in Kenya and Mexico)

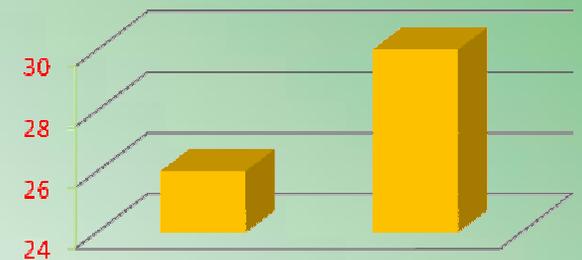
-Accor Hotels adding Russia to the countries in which their establishments apply the Code

-Special case: Argentina

Signatories (+8.9%)



Countries (+15.4%)



Code signatories:

Viajes Mogador – **Third Spanish signatory** (first Spanish Travel Agency to sign)



Viajes Mogador



- First Contact with the company (May 2007)
- Drafting of an Action Plan (June 2007)
- Modification of the CSR document and inclusion of the combating of CST (June 2007)
- Training workshop held by ACIM-Ecpat Spain for employees (July 2007)
- Signing Ceremony in Zaragoza (18th July 2007)
- Production of Code of Conduct material (stickers, etc.)



The case of Argentina (I)

- World Tourism Forum** (Brazil, October 2006): the regional campaign against CST highlighted little action on the part of the Argentinian government.
- ECPAT pressuring government** (SECTUR - *Secretaría Nacional de Turismo*) into action.
- Decision to implement the Code of Conduct** in the country.
- Problem of no NGO in Argentina strong enough to support the Code nationally** on its own.



The case of Argentina (II)

-Government taking on that role, with sustainability and continuity ensured through a “national committee for the Code of Conduct”, including ECPAT, UNICEF, Save the Children and AFEET (*Asociación de Ejecutivas de Empresas Turísticas*, representing the private sector).

-Interdisciplinary nature of the implementation ensured through a “technical team” involving all the authorities competent for combating CSEC (*Secretaría de Derechos Humanos, Secretaría de Niñez Argentina [SENAF], Ministerio del Interior, SECTUR*) and in charge of implementing the Code under the supervision of the national committee.

Further developments:

- Code of Conduct workshop during forthcoming European meeting of ECPAT Groups – Further capacity-building (Vienna, 27th November 2007)
- A new CST manual by ECPAT in the final stages of preparation. This will be made available for Code training
- More prospective signatories having already shown their interest in adopting the Code
- Accor extending the application of the Code to their properties in India and a number of Sub-Saharan African countries



Further developments:

3rd World Congress against CSEC

Brazil, November 2008

Issues to include:

- Changing forms of CST
 - Impact of experiential tourism
 - Impact of the Code of Conduct and other campaigns (prevention)
 - Mapping of new CST locations and routes (Africa)
 - Child protection assessment as part of tourism development
 - Adoption of extraterritorial legislation
 - Building on private sector initiatives
 - Collaboration sought from UN WTO, ILO, trade unions, etc.
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Thank you

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