

# Travel with Care – Care for Children!

## Protect Children against Sexual Exploitation in Tourism

International Newsletter no 6/December 2010

### Newsletter of the EU project partners:

ECPAT Germany

ECPAT Netherlands/Defense for Children International Netherlands

ECPAT Estonia/Tartu Child Support Centre

ONLUS/ECPAT Italia

Respect – Institute for Integrative Tourism and Development (in co-operation with ECPAT Austria)

Preda Foundation, Philippines

Fundación Paniamor, Costa Rica

Equitable Tourism Options (Equations), India

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#### Editorial information:

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## Editorial

10 years ago, in early 2001, the "Code of Conduct for the protection of children from sexual exploitation in travel and tourism" was signed by the leading German and Austrian travel associations, DRV (German Travel Association), ÖRV (Austrian Association of travel agencies) and the ÖVT (Austrian Association for Touristik). Is there a reason to celebrate this upcoming anniversary? I would say *yes* and *no*.

YES, because awareness among industry partners really has increased notably. The DRV is a long-standing Board member in the Code-organisation and its working group on the implementation of the Child protection-Code has proved serious commitment to the cause of child protection in tourism.

Yes, because awareness and commitment of governments has increased. A very positive signal comes now from the three German speaking countries Austria, Germany and Switzerland. Less than one year after the Austrian Ministry for Economy, Family and Youth has hosted the first trilateral workshop on developing a joint public awareness raising campaign, in December 2009, the campaign ***don't look away*** was developed and launched in the three countries between September and November 2010.

No, because the majority of tourism companies is still hesitating to join the international endeavour of child protection in tourism through joining the Child protection-Code.

However, with the new E-Learning tool which will be available in 7 languages, we entering a new level in terms of means to increasing knowledge and awareness among tourism students, trainees and professionals. Let's hope that for the next anniversary we can conclude that we have gotten the majority of travel industry partners in Europe "on board".

*Astrid Winkler  
Project Coordinator for Austria,  
Respect & ECPAT Austria*

## News & Highlights International

For the first time, the three German-speaking countries Germany, Austria and Switzerland launched a joint campaign against sexual exploitation of children in tourism.



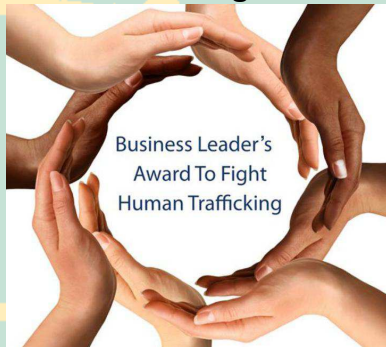
On 27<sup>th</sup> September Austria and Germany presented the campaign to the public; Switzerland followed with its national launch on 2<sup>nd</sup> November.

The Campaign "**Don't look away**" is aiming at raising public awareness on child-protection in tourism and on reporting cases

to national reporting-addresses in the three countries.

The campaign package includes a video-spot which is shown on public screens, by travel industry and other stakeholders and a leaflet.

## Luxor Forum against Human Trafficking, Dec 10-12, 2010, Egypt



A global forum against human trafficking was held in Luxor, Egypt on Dec 10-12, 2010, organized by [End Human Trafficking Now!](#), an initiative of the Suzanne Mubarak Women's International Peace Movement ( [SMWIPM](#)) and the United Nations Global Initiative to Fight Human Trafficking ( [UN.GIFT](#)), to promote the participation of the business community in building awareness and implementing zero-tolerance policies against trafficking.

Represented by Marilyn Carlson Nelson (Chair), Code member Carlson Companies was one of the 3 co-winners of the 'End Trafficking Now!'-UN Global Compact first ever Business Leader's Award to Fight Human Trafficking. Carlson was the first major North-American company to sign the Code in 2004, and is a strong advocate for the expansion of the Code implementation in USA and globally. Additional Code members nominated for the award included Accor, Kuoni Holding and Sun'n'Sand Kenya. Congratulations to all! Photo: Marilyn Carlson Nelson and Christopher Davis of The Body Shop, both winners of the Business Leaders Award to Fight Human Trafficking, together with Egypt First Lady Suzanne Mubarak.



## Reports from the Project Consortium Partners & South Partners

### **Austria (Respect; ECPAT Austria)**

#### **Launch of new campaign "Witness"**

On 27 September the new awareness raising campaign was presented by the State Secretary for Family and Youth and the director of Criminal Intelligence Service Austria. The tri-lateral initiative of Austria, Germany and Switzerland is based on an initiative of the Austrian Federal Ministry of Economy, Family and Youth. In Austria the film "Witness" is shown on 1.000 public screens, on screens in over 800 medical offices, on long-haul flights of AUSTRIAN, by ACCOR Austria as well as by tour operators.

#### **Implementation of the Child-Protection Code by ACCOR Austria**

Two years after the signing of the Child-Protection Code, two follow up training sessions for hotel directors and middle-management of Accor Austria hotels were conducted in Vienna and Salzburg in November and December 2010. The participants highlighted the importance of the initiative and appreciated it. They did not report any critical incidence since Mai 2008, the date of the signing.

The training sessions were organized in the framework of the EU-project "Offenders beware" with the financial support of the European Commission, the Austrian development cooperation and the Austrian Federal Ministry of Economy, Family and Youth.

#### **Thomas Cook Austria AG started awareness raising on child protection in tourism**

Only six months after the cooperation with ECPAT Austria had started in Mai 2010, Thomas Cook Austria AG has implemented awareness raising activities on child protection. Travellers and clients are being informed on child protection from sexual exploitation through an insert in the catalogue, on the website - <http://www.neckermannreisen-urlaub.at/microsites/ecpat/einstieg.html> - and through an information card which is added to the travel documents. Thomas Cook Austria AG is a member of the Austrian Association of Travel Agents (OeRV) which has signed the "Code-of-Conduct" in 2001.

### **Estonia (Tartu Child Support Centre)**

#### **E-Learning tool welcomed by the Estonian tourism industry**

Tartu has introduced the e-Learning Tool to the Estonian tourism industry. Stakeholders from the industry appreciated the tool. Tartu has disseminated information on the E-Learning course among the relevant tourism stakeholders and tourism training institutions. Tartu will include the E-Learning course in some of its trainings for students.

## Germany (ECPAT Germany)

### ECPAT launches several language versions of the new E-Learning course on “How to Protect Children from Sexual Exploitation in Travel and Tourism”



German Screen Shots from the new ECPAT E-learning course for ethically responsible tourism experts

27.09.2010 - The ECPAT E-Learning course is now available in several languages, including German, Dutch, Italian, Estonian, Spanish and French. Swedish and Thai are going to be available at the end of 2010. The 2009 newly in English released course addresses about 1000 companies and business associations worldwide that have signed the Child Protection Code. One of the clauses of this code stipulates that employees should be trained to deal with the various issues that arise with the commercial sexual exploitation of children in travel and tourism. The E-Learning course is a first step in implementing this clause and thus making an important step towards child protection. Sexual exploitation of children in travel and tourism is a most deplorable and undesirable side effect of the tourism industry. This serious violation of human rights has severe psychological and physical effects on its young victims and hence, also minimizes tremendously the reputation of a tourist destination. This is why tourism professionals play an important role in this context, as Mr. Andreas Mueseler, member of the Steering Committee of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (Child Protection Code), states:

*"Even if tourism is not the reason for sexual exploitation of children, we have to realize that offenders often use the tourism structures for their criminal intents. Our task is to safeguard tourism business in our own interest and in the interest of the local communities. This issue is important for all tourism professionals; we all can contribute to implement the Child Protection Code."*

Until now, the response from the tourism sector is very positive. Stakeholders and partners perceive the course as innovative and “right-to-the-point” in terms of easy accessibility being cost-free and efficient. Even though the E-Learning course can not substitute in-depth trainings by professional child-protection experts, it provides a good basis for future capacity building.

The E-learning course is free of charge and can easily be completed at the employee's workplace in a short amount of time. Video-clips and interactive units provide stimulating material without shocking images. The content includes background information on where and why children are exploited, how this is related to tourism and how tourism professionals can take action at their individual workplaces. With the modular structure of the course tourism experts are provided with area-specific information so that no matter if travel agent, decision-maker, tour operator or hotel staff: Everyone can learn how to apply the Child Protection Code according to their respective workplaces. The user gets a confirmation of participation for positively completing the knowledge test.

The E-Learning course can be accessed freely at: [www.childprotection-tourism.org](http://www.childprotection-tourism.org)

Contact for questions and further information on the course: [ecourse-admin@ecpat.de](mailto:ecourse-admin@ecpat.de)

### **Partners from the tourism industry, the government and ECPAT launch the Campaign "Don't look away", including new findings from the travel analysis on child protection**

The launch of the "Don't Look Away" campaign on the United Nation's "World Tourism Day," on the 27<sup>th</sup> of September 2010 marks a joint effort of actors from the political level, the tourism industry and NGOs in the German speaking countries Germany, Austria and Switzerland to fight the sexual exploitation of children in travel and tourism.

Tourists themselves have a big interest in commitment from the tourism industry for the protection of children. Findings of the recently published *Analysis of the Special Question on Sexual Exploitation of Children in Tourism and the Public Awareness of Travellers*, which was carried out within the framework of the German Travel Analysis 2010 found that 85% of the interviewees know about the issue of sexual exploitation of children in tourism. The study was commissioned by ECPAT Germany together with EED Tourism Watch and carried out by the research association "Forschungsgemeinschaft Urlaub und Reisen" (FUR). It focuses on the question if and to what extent the German travellers are aware of their responsibility and the responsibility of the tourism companies they use in the destination areas concerning the topic of sexual exploitation of children. The commitment of the tourism industry in the area of child protection is even more desired by the travellers than ecological concerns. More than a third of the people travelling to third world countries regard it as the responsibility of the tourism industry to protect children. However, the respondents receive information on the topic mainly through the media and to a much lesser extent through travel agencies and tour operators, which they would like to see become more active. The study will shortly be available for download on [www.ecpat.de](http://www.ecpat.de).

The campaign urges tourists through a video clip called "Witness" to report any suspicious behavior they witness while on vacation through a national government run hotline. The video spot tells travelers not to look away if they see other tourists doing suspicious things in foreign countries, because perpetrators can be convicted in their home countries too. Companies from the tourism sector such as Condor, Studiosus Reisen, Rewe Touristik, Deutsche Bahn (DB) and the Hotel group Accor have already joined in the partnership and will show the video spot through their means such as websites, in-flight-videos, etc. The video spot can be downloaded at the DRV website at [www.driv.de/fachthemen/zielgebiete/auslandstourismus/spot-witness.html](http://www.driv.de/fachthemen/zielgebiete/auslandstourismus/spot-witness.html)

#### **To contact the hotline:**

Germany: [stopp-missbrauch@bka.de](mailto:stopp-missbrauch@bka.de)

Austria: [meldestelle@interpol.at](mailto:meldestelle@interpol.at)

Switzerland: [www.stop-childsextourism.ch](http://www.stop-childsextourism.ch)

#### **Training of Trainer (ToT) Seminar, Freiburg, Germany**

As in the previous years, in 2010 there will again be a ToT workshop for the trainers (including trainers of the police and tourism) of ECPAT Germany and the ECPAT partners from Switzerland and Austria. The contents will include new methodology and information on national and

international prosecution, exchange of experience, the training on didactics, new training technologies (such as E-Learning) and evaluation. Among others, video analysis techniques will be used. Through the independent realization of methods, the participants will evaluate their own and external approaches and also present and implement old and new methods. The discussion on the connection between trainings and the new ECPAT E-learning course will be a new topic this year. Only recently there has been one of the first trainings where students were asked to complete the E-learning course before the training in their university. Through this, the training could already build upon the basic knowledge from the E-learning course and go deeper into the topic of sexual exploitation of children in travel and tourism.

### **Italy (ECPAT Italy)**

**ECPAT Italy have launched on September 27th, the International Day on Tourism, the online Course “How to protect minors from sexual exploitation by travellers and tourists” at CTS (Centro Turismo Giovanile, one of Italy's leading Tour Operator and High Formation Center) in Rome.**

The event was brief but well attended. Many reflections and suggestions to prevent, oppose and denounce the sexual exploitation of children were outlined. Educate, cooperate and involve. These were the main actions that the five protagonists of the event – CTS, the Ministry of Labour, AITR (Italian Association of Responsible Tourism), the students of secondary schools and ECPAT – have identified as fundamental. Several national media have reported the event and have promoted the course. An important response came from the media of the tourism sector which have immediately informed their contacts through newsletters, sites, banners and magazines including web magazines. Moreover the ECPAT course has been included in the training platform for travel agents not only to provide the operators with professional courses but also to offer them training on humanity.

### **The Netherlands (ECPAT Netherlands)**

**Terra Travel new Dutch member of the Child Protection Code**



Terra Travel, which includes Baobab Travel, SUMMUM.nl, FCM Travel Solutions and Specials Limited, is the newest Dutch member of the Child Protection Code. Terra Travel already integrated many child protection measures, such as training of staff and

informing travellers, but wanted to put more emphasis on this because they find it important to combat this negative impact of tourism. In the Netherlands, Terra Travel is the fourth member of the Code. TUI Netherlands, Oad and Travel Counsellors also implemented the Child Protection Code within their businesses.

**ECPAT is one of the three charities supported by Oad Reizen**

The Dutch tour operator Oad Reizen asks their customers for a voluntary contribution, which they divide among three charities. Oad Reizen choose ECPAT to become one of these charities. Next to the financial contribution, the subject of the protection of children against sexual exploitation gets more attention as well. Since Oad is offering many trips to St. Petersburg, ECPAT NL wants to spend the money on projects concerning the rehabilitation of child victims of sexual exploitation and/ or the shelter of street children in St. Petersburg. The NGO Stellit will be the local partner St Petersburg that will receive the funds for their work with children at risk of becoming sexually exploited in tourism.

**Travel companies, Plan Netherlands and ECPAT Netherlands work together against child sex tourism**

On 6 October several travel companies, the association of Dutch Travel companies, Plan Netherlands and ECPAT Netherlands signed an MOU to combat the sexual exploitation of minors in tourism to Brazil Nord Este. In the next three years activities in both Brazil and in The Netherlands will be organised. The awareness activities will address tourists as well as tourism professionals in Brazil and in The Netherlands to among others signal and report cases of sexual exploitation in tourism.

Tourists from the Netherlands will be asked by the travel organisations to report when they suspect cases of child sex tourism in which Dutch citizens are involved to [www.meldkindersekstoerisme.nl](http://www.meldkindersekstoerisme.nl).

## South Africa (Fair Trade in Tourism South Africa, FTTSA)

After having successfully hosted two launch events of The Tourism Child Protection Code earlier this year, FTTSA is now busy with continuing the recruitment process of new Code Signatories in the South African tourism industry. For this matter, several Train-the-Trainer Workshops are planned all over the country, to which both “old” Signatories and new businesses will be invited. During the Training, the participants will receive helpful information on how they can implement the Child Protection Code in their day-to-day business and how to pass on their just-gained knowledge on Child Sex Tourism to their co-employees. The FTTSA trainers will distribute in-house training guidelines, introduce them to the ECPAT E-Learning Tool and show examples of corporate policies, contract clauses and awareness raising activities. The participants will further have the possibility to complete their Action Plans with the help of the FTTSA staff and to get to know other Signatories to share experiences, talk about possible future collaborations or to simply make new business contacts. In total, there will be about 25 participants attending each workshop and also some interactive activities are planned to familiarize the participants with potential “emergency situations”. The first two trainings will be held in Johannesburg (21 October) and Cape Town (26 October).

To further raise awareness about the issue of Child Sexual Exploitation in Travel and Tourism among the South African Travel and Tourism industry, FTTSA currently runs a short survey with specific questions on the topic to find out about the industry’s knowledge about CST. Questions like “Are you aware of child exploitation (...)?” or “Are you aware of the existence of a Code of Conduct in the tourism sector (...)?” aim to give FTTSA a feedback of how effective their awareness raising has been so far and serve as a basis for future improvements in the fight against CST. The survey is available on <http://www.zoomerang.com/Survey/WEB22B6VRCJWCZ> and will also kindly be distributed from some of South Africa’s principal association in their newsletters.

**Child Sex Tourism Survey**  
Questions marked with an asterisk (\*) are mandatory.

Tens of thousands of children are at risk of sexual and other forms of exploitation. Please spend two minutes taking this Child Sex Tourism survey run by Fair Trade in Tourism South Africa (FTTSA).

1 What is your position in your company or organisation?

2 \*Are you aware of child exploitation in any of the forms below? (Pls tick those applicable)

- Trafficking or kidnapping of children to work in prostitution
- Child Internet or other pornography
- Sale of child brides
- Commercial sexual exploitation of children
- Incest (sexual abuse of a child by a family member)
- Sexual abuse of a child by a person known to a child eg neighbour
- None of the above
- Other, please specify

Figure 1: Extract from FTTSA’s industry survey on CST



Figure 2: FTTSA Logo

## Law Enforcement – Cases

- An Austria suspect was arrested in Thailand in December 2010 for allegations of child abuse and possession of child pornography. Several local media of Pattaya reported on the case and noted that witnesses would be ready to testify against the suspect.

## Upcoming Dates & Events

<b>Date</b>	<b>Place</b>	<b>Main organizer, Event, Participation</b>
12 – 16 Jan 2011	Vienna	Vienna Tourism Fair
13-14 Jan 2011	Vienna	CSR days in the framework of the Vienna Tourism Fair, organized by Naturfriends International in cooperation with respect and ECPAT Austria
09-13 March 2011	Berlin	ITB, International Tourism Fair Berlin
12 March 2011	Berlin	The Child-Protection Code Annual General Meeting (AGM), 9 – 14h, Novotel Tiergarten