



Guidelines for National Tourism Administration (NTA) Focal Points

For the Protection of Children from
Sexual Exploitation in Tourism



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INTRODUCTION

The present guide aims to assist officials of National Tourism Administrations (NTAs) in being actively engaged in the protection of children from sexual exploitation in tourism activities, in particular within the tourism networks. The idea of focal points in this context appeared in the aftermath of the first World Congress against Commercial Sexual Exploitation of Children, held in Stockholm, Sweden, from 27 to 31 August 1996, which, in its *Agenda for Action*, asked all the concerned stakeholders to “mobilize the business sector, including the tourism industry, against the use of its networks and establishments for the commercial sexual exploitation of children”.

In response to this appeal, the World Tourism Organization (WTO)¹ immediately helped establish and offered to host a voluntary Task Force on Child Prostitution and Tourism, later renamed the **Task Force to Protect Children from Sexual Exploitation in Tourism**, and a corresponding **Child Prostitution and Tourism Watch** featuring on the internet. Both include, in addition to tourism industry representatives and NGOs, the identified **focal points** of National Tourism Administration offices and related governmental bodies.

The concise mission statement of the Task Force, “to prevent, uncover, isolate and eradicate child sex tourism” has thus become a general guideline for the work of the focal points in question. Experience has shown, however, that such focal points can only operate effectively if their tasks can be adapted to their specific environments corresponding to a variety of national and administrative systems and industry characteristics, on which more specific advice should be offered.

The guidelines that follow are the result of consultations with actual NTA focal points², industry and other bodies concerned, which throughout 2001 took place in Bangkok, Thailand (1-2 July) and Sao Paulo, Brazil (3-4 December), the tourism fairs of Berlin (ITB, March) and London (WTM, November) and during the Regional Consultations for the Second World Congress against Commercial Sexual Exploitation of Children for East Asia and the Pacific (Bangkok, 16-18 October) and for Europe and Central Asia (Budapest, 20-21 November).



1. An intergovernmental organization of States and representatives of the private sector as Affiliate Members
2. By means of two subsequent surveys carried out in 1997 and 2000, the National Tourism Administrations (NTAs) of WTO member States were invited to designate a focal point, i.e. a contact person within its structure or at another government body related to the NTA. This focal point would be considered responsible for monitoring the country's action against sexual exploitation of children in tourism and the person who could be approached for information and advice in this regard by the public at large.

PART I: BACKGROUND

1. POSITION OF THE TOURISM SECTOR

Sexual exploitation of children appears as the main issue in the World Tourism Organization's *Statement on the prevention of organized sex tourism*, adopted by resolution A/RES/338 (XI) of the General Assembly at its eleventh session (Cairo, Egypt, 17-22 October 1995). It defined "organized sex tourism" as "trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship³ by the tourist⁴ with residents at the destination⁵".

Said statement underlined "the grave health as well as social and cultural consequences of this activity for both tourist receiving and sending countries, especially when it exploits gender, age, social and economic inequality at the destination visited".

It further rejected "all such activity as exploitative and subversive to the fundamental objectives of tourism in promoting peace, human rights, mutual understanding, respect for all peoples and cultures, and sustainable development" and further denounced and condemned "in particular child sex tourism, considering a violation of article 34 of the Convention of the Rights of the Child (United Nations, 1989), and requiring strict legal action by tourist sending and receiving countries".

The World Tourism Organization again singled out sexual exploitation of children in the *Global Code of Ethics for Tourism*, adopted on 1 October 1999 by its 13th General Assembly held in Santiago, Chile, where *Article 2* affirmed 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; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad".

3. This part of the definition is based on the proposal by Dr Jonathan Mann, Director of the WHO Global Programme on AIDS, made at the International Conference on Travel Medicine held in Paris, France, in April 1993.
4. In the context of this resolution the popular term "tourist" denotes both tourists and "same-day visitors", both categories also known jointly as "visitors" according to the terminology adopted by the United Nations and the World Tourism Organization in March 1993.
5. This definition aims at both international (foreign) and domestic visitors.



The commercial sector of tourism agrees with the WTO position, as evidenced by individual policy statements and codes of conduct of major organizations representative of the industry, such as IH&RA⁶, IFTO⁷, ECTAA⁸, IATA⁹, FIYTO¹⁰, IFWTO¹¹ and IUF/UIITA/IUL¹², which were adopted after the WTO *Statement of 1995* or even earlier, such as is the case of the Child and Travel Agents' Charter of UFTAA¹³ of 1994.

In parallel to this international effort and guidance, in a few European countries which are important tourist generating markets, such codes also exist at national company and association levels. The current objective is to seek agreement on a common Code of Conduct for the Protection of Children from Sexual Exploitation of Children in Travel and Tourism (CC)¹⁴. Supported by the European Commission and WTO and assisted by national chapters of ECPAT, this consolidated instrument is making inroads in Austria, Germany, Italy, the Netherlands, Sweden and the United Kingdom.

Common policy initiatives include the IATA and WTO Joint Statement¹⁵ of 17 December 2001 by which the two organizations commit themselves to "continue to work for closer public-private sector partnerships at national, regional and international levels to jointly combat sexual offences on minors in travel and tourism networks and call upon all tourism stakeholders to effectively support the international campaign for the protection of children from sexual exploitation in tourism".

2. INTERNATIONAL INSTRUMENTS PROTECTING CHILDREN

The WTO and tourism industry approaches to sexual exploitation of children stem from, adapt to and interpret the universal position of the world community in this respect as expressed by relevant international conventions.

The *United Nations Convention on the Rights of the Child*, adopted in 1989, in its article 34, provides that:

"States Parties undertake to protect the child from all forms of sexual exploitation and sexual abuse. For these purposes, States Parties shall in particular take all appropriate national, bilateral and multilateral measures to prevent:

6. The International Hotel & Restaurant Association
7. The International Federation of Tour Operators
8. The Group of National Tour Operators' Associations within the European Union
9. The International Air Transport Association
10. The Federation of International Youth Travel Organisations
11. The International Federation of Women's Travel Organizations
12. The International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Association
13. The Universal Federation of Travel Agents' Associations
14. Following an initiative of ECPAT Sweden and Swedish tour operators in 1999 as a "Certified Code of Conduct for Tour Operators against the Sexual Exploitation of Children in Tourism" (CCC).
15. On the protection of children from sexual exploitation in travel and tourism, presented at the Second World Congress Against Commercial Sexual Exploitation of Children, held in Yokohama from 17 to 20 December 2001.

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

Further, article 39 of said Convention shows the ways how child victims of sexual exploitation should be dealt with by resolving that:

“States Parties shall take all appropriate measures to promote physical and psychological recovery and social re-integration of a child victim of any form of neglect, exploitation or abuse; torture or any other form of cruel, inhuman or degrading treatment or punishment; or armed conflicts. Such recovery and reintegration shall take place in an environment which fosters the health, self-respect and dignity of the child”.

As in most cases, apart from physical and psychological exploitation, the sexual dominance and abuse of children also imply their economic exploitation, the tourism sector needs to look upon this problem, as much as it intervenes in its economic activities, from the point of view of child labour. **Convention 182 of the International Labour Organization**¹⁶ (ILO) on the worst forms of child labour is relevant in this respect.

Accordingly, as determined by the Convention, the term “the worst forms of child labour” comprises, inter alia:

“the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances” (article 3, point (b)), and

“work which, by its nature or the circumstances in which it is carried out, is likely to harm the health, safety or morals of children” (article 3, point (d))¹⁷.

Relevant to the action by the tourism sector is also the **Protocol to prevent, suppress and punish trafficking in persons, especially women and children, supplementing the United Nations Convention against transnational organized crime**. In its article 3, point (c) it stipulates that for the purposes of this Protocol:

“the recruitment, transportation, transfer, harbouring or receipt of a child for the purpose of exploitation shall be considered “trafficking in persons” even if this does not involve any of the means described in the general provision, such as “the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments of benefits to achieve the consent of a person having control over another person, for the purpose of exploitation” while “exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, force labour or services, slavery or practices similar to slavery, servitude or the removal of organs” (article 3, point (a)).¹⁸

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16. Convention concerning the prohibition and immediate action for the elimination of the worst forms of child labour adopted by the Conference at its eighty-seventh session, Geneva, 17 June 1999.
 17. Both provisions broaden the “traditional” view of exploitation in our context by including pornographic performances and calling the attention to the use of children in some tourist destinations to advertise sexual services of other children.
 18. The tourism agents’ attention is therefore called to the status of travelling children, whether accompanied or not, and their temporary presence at tourism facilities.

At the level of the European Union, which is the largest single generating and receiving market of international tourism, the European Parliament adopted a resolution on the implementation of measures to combat child sex tourism¹⁹ at the sitting of 30 March 2000. It reviews such measures taken since 1996 and among its forty-four statements:

"Reiterates that child sex tourism and all forms of trafficking in human beings are incompatible with human dignity and worth and are criminal acts which constitute a serious violation of human rights" (AA.1), and

"Welcomes the Commission's cooperation with the tourism industry on the introduction of codes of conduct and regards it as right that the Commission should continue to encourage the drafting of new codes of conduct and the extension of existing ones and to review the effectiveness of existing self-regulatory mechanisms" (AA.18).

In Asia, where first alarms of sexual exploitation of children in tourism were heard in the eighties, on behalf of the Ecumenical Coalition on Third World Tourism and later by ECPAT (End Child Prostitution in Asian Tourism)²⁰, the Economic and Social Commission for Asia and the Pacific of the United Nations (ESCAP), in resolution 53/4 of 30 April 1997 encouraged member and associate member Governments, inter alia:

"To mobilize their agencies and members of civil society in combating the sexual exploitation and sexual abuse of children and youth in their respective countries and in tourist destinations" (a);

"To encourage the tourism industry in their respective countries to adopt the necessary mechanisms to prevent sex tourism involving children and youth" (c); and

"To pay great attention to the deterrence and punishment of sexual exploiters of children and youth; under the principle that a crime against a child anywhere should be a crime everywhere, as recommended by the Amsterdam Child Labour Conference, held in February 1997, all member States should ensure that sexual abuse and sexual exploitation of children and youth are never tolerated and should take action to prosecute sexual exploiters of children and youth where the crime is committed".

The foregoing selection of major international instruments intervening in sexual exploitation of children, including the *WTO Statement against organized sex tourism* of 1995, demonstrates that they provide a common and complementary platform of action in favour of children worldwide and clearly sets the stage for the tourism sector in this respect.



19. A5-0052/2000 European Parliament resolution on the communication from the Commission to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions on the implementation of measures to combat child sex tourism (COM(1999)262-C5-0096/1999-1999/2097 (COS))

20. Currently renamed End Child Prostitution, Child Pornography and Child Trafficking for Sexual Purposes

3. THE TOURISM SECTOR'S RESPONSIBILITY

The tourism sector consisting of both industry and related administrations as well as its beneficiaries and customers, are confronted directly or less directly with children, girls and boys, who may be sexually exploited by other people using for this purpose the existing tourism structures and networks and all types of trips.

Generally, three types of responsibilities and corresponding objectives can be singled out as incumbent upon the tourism sector wishing to prevent, uncover, isolate and eradicate sexual exploitation of children within its ranks:

- (a) Not to allow that "organized sex tourism", part of which inevitably affects children, takes place within the sector, whether from the points of departure of visitors or at their destinations. It means that tourism commercial organizations and their staff shall not organize "sex tours" or promote sex services at tourism destinations and specifically on the premises of tourism facilities, in particular as they may sexually exploit children in various ways, such as through sexual relationship with customers, the use of children for the production of pornography, for pornographic performances and for advertising sex services, nor shall they be engaged in the trafficking of children through the use of the sector's transportation networks and facilities.

Note: This first objective is normally subject to legal responsibility in virtue of international conventions and corresponding national laws. In other words, tourism organizations and their staff are reminded that they must respect and observe law.

- (b) Not to allow that other bodies or individuals (juridical and natural persons) who are external to the tourism sector use tourism networks and facilities for the exercise of sexual exploitation of children in the various possible ways which are described above.

Note: The second objective aims to assume subsidiary responsibility. Since, as stated earlier, sexual exploitation of children is illegal, the role of the tourism sector is not to remain indifferent to incidents of sexual exploitation of children perpetrated by "others" through tourism networks and in tourism facilities and help respect existing laws.

- (c) Actively collaborate with civil society and law enforcement bodies in the prevention, uncovering, isolation and eradication of sexual exploitation of children in tourism.

Note: This objective implies openness, contacts and good relationship with customers and the host community to communicate the sector's policy and commitment to prevent, uncover, isolate and eradicate sexual exploitation of children in tourism. It also implies the assignation of resources and the designation of special services, such as focal points, called upon to monitor the situation and attend problems which may arise in this area.

The third voluntary objective goes beyond the exercise of legal responsibilities, but can be readily substantiated by the sector's policies of ethics, quality and sustainable development guided by the imperative of reducing children's suffering today and reducing the scale of their sexual exploitation in the future.²¹

21. Child victims of sexual exploitation when grown up tend to repeat sexual abusive behaviour towards other children

PART II: GUIDELINES

1. HOW NTA FOCAL POINTS SHOULD ORGANIZE THEIR WORK

Political, social and cultural differences between countries and their tourism characteristics, such as the relative importance of international and domestic travel flows or the volume, origin and nature of inbound and outbound tourism, must be taken into consideration by NTA focal points when organizing their activities.

As a consequence, their work will vary from country to country with respect to its scope and will carry different responsibilities, tasks, methods, procedures, intervention modalities, targets and campaign partners.

The key issue will be the very status of the National Tourism Administration, its competence, structures, human and financial resources, and position vis-à-vis other government bodies and industry.

The present guidelines, therefore, offer an opportunity to review an ample selection of options from which NTA focal points concerned²² may choose common and differing elements to organize and carry out their activities.

2. PRINCIPAL TASKS AND DUTIES OF FOCAL POINTS

Focal points should be assigned the following tasks and duties:

1. To assume responsibility for dealing with sexual exploitation of children in tourism as the main resource and contact person, at the national level and in relation to other countries.
2. To track down and know facts about sexual exploitation of children in tourism, both in the country of operation of the focal point and abroad.
3. To raise awareness of this problem with civil society, industry and other administrations, whether central or local, as appropriate.
4. To know relevant international instruments and national legislation such as laws on child protection, sexual crimes, extra-territoriality of crimes and related issues.
5. To know the national and international institutions that deal with sexual exploitation of children (contact persons, addresses, services offered by emergency services, police, non-governmental advocacy groups, etc.).

22. Such focal points may be attached to other administrations collaborating with the NTA

6. To seek and enhance co-operation with other institutional partners in the public and private sectors.
7. To intervene, personally or through established structures or other institutional partners, in the incidents involving sexual exploitation of children in tourism.
8. To help mobilize and organize assistance for children sexually exploited in the tourism sector.
9. To attend inquiries from industry, advocacy groups, the media and the public at large.
10. To organize or help organize briefing and training activities for tourism staff to deal with the prevention of sexual exploitation of children in the tourism industry.
11. To organize or help organize national campaigns against sexual exploitation of children in tourism.
12. To liaise with other focal points and services intervening in the protection of children from sexual exploitation in tourism, at the national, local and international levels, including the WTO Task Force.

Focal points should be established in both tourist receiving (destinations) and tourist originating countries. In the first instance, their major role will be to attend problems arising from sexual exploitation of children in national tourist destinations. In the second instance, their principal role may be to work with tourist sending organizations (tour operators, air companies, travel agents) and civil society to prevent this phenomenon and abort attempts to sexually exploit children in tourism networks. Both types of focal points could nevertheless share many of the common tasks and duties.

3. NTA FOCAL POINT PROFILE AND STATUS

Depending on its political will and established tourism policies, it will be up to the NTA concerned to decide on the status and resources of its focal point to protect children from sexual exploitation of children in tourism. Preferably, the NTA commitment to establish a focal point and equip him/her with corresponding powers should be guided by five main objectives:

1. Recognition of the problem of sexual exploitation of children in tourism.
2. Willingness to target tourism policies to attending the social, economic and cultural causes responsible for drawing children into prostitution and the demand for children as exploited sex objects.
3. Willingness to raise awareness of society to promote respect of children's rights and to ensure that the existing laws are effectively enforced.
4. Willingness to assist child victims of sexual exploitation in tourism.
5. Promotion of tourism development based on ethical, quality-driven and sustainability principles.

Preferably, the NTA focal point should:

1. Be staffed by a sympathetic and socially sensitive person (or persons) having intimate knowledge of the tourism industry, good command of English in speaking and writing, and leadership and PR skills.
2. Enjoy certain autonomy, i.e. to report direct to the NTA head.
3. Have at its disposal adequate facilities including direct access to the internet.



4. NTA FOCAL POINT PARTNERS AND ACTIVITIES

In line with each country's social and cultural specificity and its tourism profile, the designated focal point shall define the operating modalities and establish its own network of institutional and tourism industry contacts and partners at different levels. A non-exhaustive and tentative list of possible NTA partners, together with an indication of possible shared activities is given below.

4.1 Partners at Tourism Industry Level

4.1.1. National Tourist Organizations (NTOs)

Most NTOs have two channels of work:

- (a) through tourist information offices in their own countries, and
- (b) through national tourist information offices abroad.

NTA focal points should promote the Global Code of Ethics for Tourism and the Code of Conduct (CC) with the NTO offices in the country and abroad, and request them to have at their disposal, and when necessary disseminate, information on existing national legislation applicable to child abusers.

For the same purpose, the focal point concerned should consider maintaining regular contacts with the heads of tourist information offices of foreign countries based in the national territory or equivalent services established in foreign embassies (cultural, consular and trade representations). The same contacts should be used to monitor jointly the country image with respect to sexual exploitation of children in tourism as a result of tourism promotion and media coverage.

4.1.2. Tour Operators / Associations

NTA focal points should encourage tour operators in their national territory, directly or through their national associations, to:

- promote the Code of Conduct (CC), or adapt it to the national and sector specifics, with a view to its implementation; to this end, encourage with pilot testing at selected destinations;
- ask them to sensitize their service providers especially at destinations;
- ask them to print on all documents and information material for passengers, above and beyond what may already be required by law in some countries, an invitation to protect children from sexual exploitation in tourism.



4.1.3. Travel Agents / Associations

NTA focal points could invite travel agents individually or through their associations to:

- adhere to the code of conduct, implement it and develop additional awareness-raising actions, in particular in graphical forms, such as the display of “save the children” labels, leaflets, luggage tags, written messages or information talks by tour guides;
- sensitize their service providers at home base and abroad

4.1.4 Airlines (IATA/non-IATA, Charters)

NTA focal points could ask air companies to be involved in the campaign by means of:

- the adoption of the Code of Conduct and its implementation, distribution of leaflets and luggage tags at city and airport ticket counters;
- the hosting of well-written articles on Child Respect in Tourism and/or professional “soft sell” adverts in their in-flight magazines;
- the production and showing during flight, as movie trailers and in-flight spots of warnings against sexual abuse and encouragement to respect children at destinations²³.

4.1.5. GHA (General Handling Agents) and/or Airport Authorities

NTA focal points might convince the various airport passenger handling agents or airport authorities directly or through airlines, who buy their services, to:

- place “Take One” boxes containing campaign leaflets or luggage stickers at airport ticket counters;
- show on an intermittent basis “spots” on monitors at Departure Gate areas (where banks, mobile phone providers already advertise).

4.1.6. Cruise Lines / Ferryboat Lines

NTA focal points negotiate with “liners” to:

- place “Take One” boxes containing cleverly done adverts on local destination leaflets in which child respect is underlined within the framework of “Information on Destinations”;
- include, as movie trailers, spots on protection of children in tourism.

23. Among the examples of existing spots are “Toys” (Lufthansa), “A child is not a souvenir” (Air France), “The abuse of children is not a peccadillo” (Austrian Airlines) and the Italian public TV spots.

4.1.7. CRSs (Computer Reservation Systems / Global Distribution Systems)

NTA focal points could approach this important component of the tourism sector providing network services with a view to:

- helping implement the Code of Conduct by putting on line an appropriate message, such as Child Protection in Tourism with a blinker so that it is visible to the users (travel agents, tour operating agents, call centre agents, etc.) whenever they sign in;
- allocate space to this issue in their in-house magazines.

4.1.8. Tourism Editors

NTA focal points could ask the editors of tourism literature to:

- include articles, cartoon-stories on responsible/sustainable tourism in guide books, with advice on the protection of children in tourism;
- insert pertinent flyers in the shrink-wrapping of volumes.

4.1.9. Tourism Portals

NTA focal points could try contacting the owners of tourism destination portals and encourage them to:

- flash invitation to respect environment, people (children in particular) and their culture;
- include information on rules protecting children from sexual exploitation.

4.1.10. Hotel Chains and other Associations in the hospitality industry

NTA focal points should put this tourism segment in their priority list and urge them to:

- adopt, implement and monitor the application of the Code of Conduct;
- launch a massive campaign among their members;
- encourage hotels in selected destinations to pilot-test it;
- involve free-lance outside service providers (e.g. local travel agencies, bus/taxi companies, etc.).

4.1.11. Associations of Tour Guides

NTA focal points should focus on these most important "contact points" with tourists and by all means get them to:

- fully brief their members on the phenomenon and insist that guides refrain from directing tourists to brothels where children are exploited, **even if they may be asked to do so by some visitors**;
- establish on-going briefing/training sessions so that guides are constantly aware of their most important role.



4.1.12. Taxi Drivers Associations/Co-operatives

NTA focal points in receiving countries should not underestimate the crucial role of taxi drivers who should be discouraged and should refrain from directing tourists to brothels where children are exploited, **even if they may be asked to do so by some visitors**. Simple, but well-prepared motivational briefings organized with the assistance of taxi drivers' associations could be effective to this end.

4.2. Partners at Government Level

4.2.1. Ministry of Education

- to promote basic education for responsible and sustainable tourism (respect for other people, especially defenceless children, environment, local culture, etc.) in elementary schools, high schools, parent-teacher associations and similar partner institutions;
- to ask for the inclusion of child protection modules in related courses and classes, depending on their cultural viability, such as on sex education, AIDS prevention or health education; the WTO-drafted module aimed at the 12-16 age bracket can be used for this purpose;
- to request the use of specific child protection modules for tourism professional schools and universities; the WTO-drafted module aimed at tourism professionals can be used for this purpose;
- to help organize seminars for teachers/professors of tourism, geography, civics, etc.;
- to help organize and fund vocational training for children and juveniles recovered from tourism prostitution networks.

4.2.2. Ministry of Interior / Home Affairs

- to monitor law enforcement;
- to encourage juvenile police training;
- to encourage tourist police training;
- to help promote interface with juvenile police counterparts in destination countries with the intelligence support of Interpol;
- to cooperate with the local police telecommunications section to monitor websites advertising child prostitution and child pornography related to tourism destinations.

4.2.3. Ministry of Foreign Affairs

- to promote bilateral agreements (e.g., memoranda of understanding) between tourist sending and tourist receiving countries on child protection in tourism;
- to help organize seminars/briefings for foreign service personnel especially embassy and consular personnel abroad;
- to ask for assistance to child victims of trafficking for sexual exploitation in tourism networks;
- to request funding of awareness campaigns and materials within the framework of development and cooperation projects.

4.2.4. Ministry of Labour

- to promote work agendas on child labour issues, in line with the international instruments concerned as they relate to sexual exploitation of children in tourism;
- to collect and monitor salient data on these issues (statistics, indicators, nature of child labour related to sexual exploitation, critical points of intervention to prevent sexual exploitation in child labour);
- to promote, in cooperation with trade unions and employers' associations, standard agreements on tourism staff intervention at workplace in the incidents of sexual exploitation of children.

4.2.5. Ministry of Commerce / Economy

- to provide for the control, with the help of chambers of commerce, of commercial tourism outlets using child labour for sexual exploitation;
- to encourage institutes for international trade to include specific information on child protection in information packs for businessmen;
- to ask these institutes to add advise and warnings in information packs on wheeler-dealers, false taxi drivers, child traffickers, pimps and other actual and potential child sex exploiters;
- to ask trade fair organizers, including tourism fair organizers for a free stand to allow the Focal Point and collaborating advocacy groups to lobby for child protection at tourism destinations;
- to look for private sector sponsorship of child protection from sexual exploitation in tourism as an additional measure to sensitize travellers on this issue; the producers of articles related to child care (e.g., infant diapers, baby food, toys, etc.) and travel, such as credit card companies, insurance companies, consulting firms related to ISO standards, organizers of incentive trips could be a good target choice of sponsorship.

4.2.6. Ministry of Equal Opportunities / Child Development / Family / Welfare

- to promote and improve legislation on child protection in line with the international conventions in place and the national cultural characteristics (and in cooperation with the Parliamentary commission on youth affairs);
- to ask for the establishment of emergency services to help prostituted children and recover them from prostitution networks;
- to ask for the institution of shelters, in combination with schooling and training opportunities, for child victims of sexual exploitation.

Note: Some countries have established a national Focal Point for the Convention on the Rights of the Child and have attached it to a related ministry such as can be a Child Development or Family Ministry. This being the case, it would be imperative for the NTA Focal Point to establish a permanent working relationship with this body and act in accordance with a common agenda.



4.2.7. Ministry of Justice

- to provide for the assessment and interpretation of existing laws on child protection from all kinds of sexual exploitation with special focus on tourism activities;
- to ask for permanent liaison with justice counterparts abroad for the enforcement of extra-territoriality laws and law harmonization with respect to sexual exploitation of children;
- to promote and improve legislation on child protection in line with the international conventions in place and the national cultural characteristics (in conjunction with the Ministry of Child Development/Family).

4.2.8. Ministry of Culture and Sports

- to lobby for the use of mega-events in culture and sports, which are also important tourism events, to promote child protection;
- to ask culture and sports personalities to support the cause of children and speak out against their sexual exploitation in tourism activities;
- to promote genuine cultural and sports activities in tourism destinations for the visiting public as a measure to dissociate the destination of the activities which may be related to sexual exploitation of children in the entertainment sector.

4.2.9. Ministry of Defence

- to help organize briefings for peace keeping forces.

4.3 Partners at NGO Level

Non-governmental organizations or advocacy groups will be natural partners for the NTA Focal Point to work with and receive support from on protecting children from sexual exploitation in tourism. It is, however, fundamental to choose and work with trustworthy and well-focused NGOs. In choosing cooperation, the Focal Point should be guided by the NGO knowledge of the child situation in tourism networks and the NGO ability to effectively defend children and propose viable solutions to their problems.

Although there is a universe of NGOs, there are not many who focus specifically on the particular issue of prostituted children in tourism. In most cases they include those who have become partners in the WTO-hosted **Task Force to protect children from sexual exploitation in tourism**. *Among the child protection and human rights NGOs collaborating in this Task Force, special mention should be given to ECPAT International and its network of national offices, terre des hommes, respect and Save the Children.* At the same time there exists less known, local NGOs concerned with tourism, which may be within easy reach of the Focal Point.

Important and natural Focal Point partners in protection children's rights are national and local **religious groups** and **parents' associations**, the latter usually formed around public and private schools. An array of **social clubs** is often available in busy tourism destinations where issues related to sexual exploitation of children in tourism can be brought out as subjects of talks to members and thus create a favourable business environment for protecting children. The Focal Point should first look into the availability of tourism social clubs, such as SKAL, as well as others of which well known are *Lions, Rotary or Jaycees*.



There are more NGOs who look after child rights across the whole spectrum of activities, of which tourism can be part. Both specific and general groups of NGOs are actual and potential partners to form alliances for the protection of children from sexual exploitation in tourism. Naturally, individual NGO partnership will vary from one to another, depending on the mission and resources of each one of them. It will also be seen that their individual missions may coincide with some of the tasks and duties which have been proposed for the Focal Point. It will be a favourable circumstance since, while the Focal Point accepts to assume a central position close to the Government, the collaborating NGO can do specific work in the field: find facts, collect data, identify and lobby with local partners, etc.

4.4. Partners at Intergovernmental Level

The Focal Point may consider appropriate to look for assistance from the major intergovernmental organizations which are concerned with the various aspects of child protection, such as **UNICEF, ILO, WHO, UNHCR** or **UNESCO**.

Many countries have formed national liaison committees or similar bodies to provide for coordination between government departments concerned and their cooperation with these intergovernmental organizations. Such committees normally establish a national agenda of activities, which include various child issues and which may be open to accepting specific issues related to sexual exploitation of children in tourism.

In approaching said organizations or their national committees, the Focal Point may ask for facilities in carrying out research, fact-finding and field missions, participation at awareness-raising events, education projects, etc. Should the issues of sexual exploitation of children in tourism feature on the committees' agendas, the Focal Points concerned should seek to form part of these committees.

4.5. Partners at Media Level

Understanding and cooperation with the media, be it TV, radio, newspapers and magazines, are essential to communicate the objectives and work of the Focal Point to the public, create social awareness and win public support. Both general and tourism media are important. The Focal Point should offer to the media transparency, sense of responsibility and responsiveness. The Focal Point should insist that the media handle the incidents of sexual exploitation of children in tourism with the underlying concern of protecting child victims of sexual exploitation and their rights to privacy and intimacy.

In pursuing these objectives, the Focal Point should seek to request collaboration with the national members of the **International Federation of Journalists** which recommends to its members to report on child problems in accordance with IFJ's Handbook "Putting Children in the Picture".





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THE WORLD TOURISM ORGANIZATION is the only intergovernmental organization that serves as a global forum for tourism policy and issues. Its Members include 144 countries and territories as well as over 350 Affiliate Members from the public and private sectors. WTO's mission is to promote and develop tourism as a significant means of fostering international peace and understanding, economic development and international trade.

INTERNET: www.world-tourism.org