



The Code Quarterly

International Newsletter No. 29 July - September 2011

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<http://www.facebook.com/TheCodeofConduct>.

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Highlights

- TheCode.org Facebook page launched
- New signatories to the Code: 3 Mexican hotels, 11 Spanish companies, 1 German tour operator, 2 American hotels, 4 South African companies, 1 hotel in New Zealand
- Code organization to expand with new Bangkok headquarters, regional Americas and Europe offices with financial support from the Swiss Government.
 - Code Secretariat office celebrates 10 years.
 - ECPAT USA celebrates 20 years

Calendar of events Sept - Dec 2011

Date	Place	Main organizer, Event, Participation
Sept 14-15	Madrid	UNWTO 1st International Congress on Tourism and Ethics
Sept 29-Oct 1	Lincoln, NE	University of Nebraska, Lincoln - Interdisciplinary Conference on Human Trafficking
Oct 25-28	Sion	Climate Change: Impacts on Children and their Rights
Nov 8-10	Paris	ECPAT Network International Assembly
Nov 8-10	Hague	Europol Child Sexual Exploitation Experts Conference
Nov 7-10	London	World Travel Market (World Responsible Tourism Day, Nov 9)
Nov 14	London	UNICEF, Save the Children, UN Global Compact - launch of the 'Children's Rights and Business Rights' document
Nov 24	Brussels	The 3rd Annual International Symposium on Preventing Human Trafficking. Integrating European Knowledge. Public Policy Exchange
Nov 30	NY	ECPAT USA 20th Anniversary Celebration

INPUTS FOR THE NEXT ISSUE OF THIS NEWSLETTER ARE WELCOME BEFORE
Dec 9, 2011



With the support of the
UN World Tourism Organization

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, is an industry-driven responsible tourism initiative, in collaboration with ECPAT, co-funded by UNICEF and supported by the UNWTO.

www.thecode.org

Editor: Secretariat Coordinator, Dr. Camelia Tepelus (on leave, due to return Dec 1), with support from Michelle Guelbart, ECPAT USA.

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

Secretariat Coordinator, Dr. Camelia Tepelus

● Organizational expansion and development updates

In recent months following the proposal to expand the organization of the Code including establishment of headquarters and regional offices, the Code Board of Directors has been seeking to recruit for the position of General Manager for the future Code Headquarters in Bangkok. Over 150 applications have been received, and it is expected that the Code Board will make an appointment shortly, with the candidate assuming the position during the 4th quarter of 2011.

This position will be funded through a grant expected from the Swiss government (SECO), that will support the Code organization restructuring and expansion process including establishment of a Headquarters in Bangkok, and Regional Offices in the Americas (NY) and Europe (Berlin).

The main mandate of the General Manager will be to proceed to register the Code organization as a non-profit in Thailand; in the meanwhile, the position will be managed from the administrative structure of ECPAT International.

A memorandum of understanding between the Code organization and ECPAT International is being prepared to facilitate management of the SECO funding until the structure of the Code will become institutionalised on its own.

● Launch of the 'Business and Children's Rights' initiative

On Nov 14 in London, the 'Business and Children's Rights' document will be launched by UNICEF, UN Global Compact and Save the Children. The document was part of an international consultation managed by the three organizations, and is expected to become the guidance for business on how to protect and support children's rights.

The Code Secretariat Dr. Camelia Tepelus served as a member of the Expert Reference Group providing input in the drafting of the document, which contains recommendations for the use of child protection codes of conduct in business, following the example of TheCode.org.

● Code Secretariat office – 10 years anniversary

In September 2011, the Code Secretariat office celebrates 10 years since its structure has been established. At the initiative and with the support of ECPAT Sweden, in September 2001 the Code Steering Committee (now Board of Directors) received a Secretariat staff person whose office operated in Madrid at the premises of the UNWTO from 2001 until 2004. The Code project at that time was supported by 6 European ECPAT partners (Sweden, Netherlands, Austria, Germany, UK, Italy) using European Union funding. Since 2004, following the Code launch in North America, the Code Secretariat received UNICEF funding until 2011, operating from NY and housed by ECPAT USA.

During the 10 years of existence of the Code Secretariat office, the Code membership expanded dramatically from 18 companies in 2001 to 1032 companies in 2011, and from NGO partners in 6 countries in 2001 to over 42 countries in 2011. Through the work of the Code Secretariat, the organization received international recognition, being distinguished with multiple international awards recognizing the importance of this corporate responsibility tool for the protection of children in tourism, including:

- the British Airways *Tourism for Tomorrow* Award 2003
- the Humanity United Ashoka *End Human Slavery* Award 2008
- the Ethical Corporation Award 2010;
- other sustainability awards received by Code members.

During these 10 years, the Code Board (formerly Steering Committee) was Chaired by individuals from academia, tourism industry and ECPAT International: Prof. Vittit Muntharborn (2000-02), Prof. Cynthia Messer (2002-04), Kaspar Hess (2005-07), Fausta Borsani (2008-09), Giorgio Berardi (2008-10), Matthias Leisinger (2010-13) and the Code Secretariat office was staffed by one staff, Dr. Camelia Tepelus.

A new stage in the development of the Code organization will soon be initiated with the support of SECO and under the coordination of the Code Chair Matthias Leisinger, with the Code structure expanding with a headquarters established in Bangkok, and regional offices in NY and Berlin.

The Code Secretariat would like to thank all organizations and individuals that provided support during these last 10 years, notably ECPAT Sweden and ECPAT USA, as well as UNICEF, notably the Japan Committee for UNICEF.

● Marilyn Carlson Nelson to Receive ALIS Lifetime Achievement Award

Marilyn Carlson Nelson, chairman of Carlson, will be honored with the prestigious Lifetime Achievement Award at the Americas Lodging Investment Summit (ALIS), January 23-25, 2012, in Los Angeles. During Nelson's decade-long tenure as CEO, the company – which includes such brands as Radisson Hotels, Country Inns & Suites, Carlson Wagonlit Travel and T.G.I. Friday's in 150 countries – almost doubled its systemwide revenue to nearly \$40 billion and grew its presence to become a truly global company. Under Nelson's leadership, Carlson became the first North American global travel company to sign the industry's international code of conduct to protect children from sexual exploitation in tourism. Nelson is a member of the World Economic Forum's International Business Council and in 2004, co-chaired the Forum's annual meeting in Davos, Switzerland. She is past chair of the U.S. Travel and Tourism Advisory Board. Nelson was named one of "The World's 100 Most Powerful Women" by *Forbes*, and *U.S. News and World Report* has called her one of "America's Best Leaders."

"We are delighted to honor Marilyn Carlson Nelson with the prestigious ALIS Lifetime Achievement Award," said Jim Burba, president, BHN and chair of ALIS. "She has not only led Carlson to tremendous growth over the past decade, but she has raised the bar in corporate philanthropy and social responsibility. She's an amazing leader and a great spokesperson for the hotel/travel industry worldwide." Co-hosted by the American Hotel & Lodging Association (AH&LA) and Burba Hotel Network (BHN), the two-and-a-half-day event features an extensive array of seminars and panels hosted by leading experts and investors discussing important trends and identifying new opportunities. The conference attracts the lodging industry's leading hotel executives, investors, lenders, developers and professional advisory community. Proceeds from ALIS benefit the educational, research, and training missions of the American Hotel & Lodging Education Foundation (AH&LEF), AH&LA's nonprofit affiliate. For information on the Foundation, visit www.ahlef.com. Source : <http://www.hospitalitynet.org/news/154000320/4052647.html>

● UNWTO releases Global Report on Women in Tourism

UNWTO informed that the **Global Report on Women in Tourism 2010**, a joint report by UNWTO and UN Women, is now online at: <http://www.e-unwto.org/content/j133q01>. The study has been made available for free electronic distribution, so as to ensure the widest possible dissemination of its content. The Report will be discussed at WTM London (November 2011), during a civil society event organized by UNWTO, entitled "Gender and Sustainable Tourism Development: Exploring Links". More information on the event is available on the WTM webpage.

● Reminder – Michelle Guelbart, interim contact for the Code Secretariat until Dec 1, 2011

During maternity leave of Dr. Camelia Tepelus, the interim contact for the Code Secretariat is Michelle Guelbart, ECPAT-USA Private Sector Project Coordinator (michelle@ecpatusa.org), phone +1 718 935 9192, fax +1 718 035 9173.

Camelia Tepelus is scheduled to return to the Secretariat NY office on Dec 1, 2011. The Code thanks ECPAT USA and Michelle for the support!



2. ECPAT USA

Michelle Guelbart

● Carlson Companies testifies to Congress on work to protect children in travel and tourism



Carlson VP Deb Cundy testifying on work against trafficking and child sex tourism at the US State House of Representatives

Deb Cundy, Vice President of Carlson Companies, testified on a panel in front of the United States House of Representatives Foreign Affairs department about Carlson's work to prevent child sex trafficking and child sex tourism from occurring on their properties.

Carlson's implementation of the Code was highlighted as a best practice towards protecting children in the United States.

● Carlson Certifies more Trainers on the Code of Conduct

Carlson hotels Americas has just certified 18 Master Trainers of its Country Inns & Suites hotel group in "Living and Leading Responsible

Business". Starting next week and continuing during September and October, these Master Trainers will host 12 Business School @ Carlson Regional Rallies for General Managers of all Country Inns & Suites hotels in the Americas. During each 2 day rally, the Master Trainers will train General Managers in "Living and Leading



Carlson staff at trainings on living and leading responsible business

Responsible Business" which includes a module on child exploitation and trafficking and explaining why Carlson signed The Code and what is required of us all. Following the rally, it is each General Manager's responsibility to train their employees at respective hotels.

- **Wyndham Hotels and Resorts made a public commitment to sign the Code of Conduct through a recent press release**

Wyndham Worldwide Statement, July 1, 2011



As a family-oriented company, we work with many organizations and charities in support of children's wellness and rights, including providing ongoing hotel accommodations for victims of human trafficking through the Polaris Project, a leading organization in the United States combating all forms of human trafficking.

In recent years, Wyndham Worldwide has also worked with ECPAT and other organizations in our shared commitment to the safety of all children. We are expanding this commitment by becoming a member of the Code for the Protection of Children in Travel and Tourism (www.thecode.org).

We have also had human rights policies and training at our company for several years, and have been actively collaborating with ECPAT in reviewing and enhancing our training, policies and procedures to best adhere to the intention and spirit of the code. We intend to join those who have signed the code and anticipate completing the process in August.

As long as human trafficking and exploitation continue to be supported by those profiting from this tragic practice, we believe no member of the travel and tourism industry can ever guarantee these events will not occur in the future. However, our shared commitment and partnership with organizations like the Polaris Project and ECPAT help play a critical role in increasing awareness and prevention.

We thank these organizations for their important efforts and ongoing collaboration with Wyndham Worldwide, as we strive to live our core values and support the communities in which we live and work around the world. The press release can be found here:

<http://www.wyndhamworldwide.com/media/press-releases/press-release?wwprid=1006>

CNN's Jim Clancy later spoke to Mary Falvey of Wyndham Hotels on their commitment to protect children from sex trafficking by signing the Code of Conduct:

<http://edition.cnn.com/video/#/video/world/2011/08/16/clancy.cfp.falvey.wyndham.cnn>

● **The Millennium Hotel in St.Louis, Missouri, will sign the tourism code of conduct: joins ECPAT USA in the fight against child trafficking in the travel sector**

New York, NY (June 6, 2011) – The Millennium Hotel in St. Louis will soon become the latest hotel property to take a strong stand against the commercial sexual exploitation of children by signing the tourism Code of Conduct (TheCode), ECPAT-USA announced today. The Code specifically focuses on the protection of children from sexual exploitation in the travel and tourism industries.

The Millennium Hotel in St. Louis held a press conference on July 12 at which it signed the Code of



Carol Smolenski (ECPAT USA) and Millennium Hotel St.Louis at press conference on the signing of the Code

Conduct, making a public commitment to develop policies and procedures to protect children from sexual exploitation on its premises.

The Code has been signed by almost 1,000 travel industry members worldwide, though few companies in the United States have done so. The St. Louis branch of the Millennium Hotel chain is the fifth company to agree to work with ECPATUSA, a nonprofit organization that advocates for every child's right to grow up free from sexual exploitation. This year, Delta Air Lines became the first U.S. air carrier to sign the Code and Hilton Worldwide also signed the Code.

As a subscriber to The Code, The Millennium Hotel St. Louis will implement policies that condemn child trafficking and exploitation and provide training to help their employees

identify and report illicit activities. The hotel will also look for ways to raise awareness about ECPAT and the Code among customers and other stakeholders.

This initiative came about due to the leadership of the U.S. Federation of the Sisters of St. Joseph, an order of Catholic sisters seeking to hold its annual gathering at a hotel with responsible tourism policies. Discussions with the hotel about the complex issue of human trafficking began when the Sisters of Saint Joseph first contracted with the Millennium for their national event. After several discussions, the General Manager of the property agreed to sign the ECPAT Code of Conduct.

Dominic Smart, General Manager of the Millennium Hotel St. Louis comments, "It is important for all of us to join together to fight human trafficking. Everyone in our hotel will take part in the ECPAT training and be vigilant in helping to keep human trafficking and exploitation of children out of our hotel and our community. Having the Sisters of St. Joseph gather in our hotel brought this issue more clearly to our attention and everyone in the hotel has strong beliefs about it. As a father of three, like any parent, I am sensitive to this cause and feel that every child has a right to a healthy and happy childhood".

It is fantastic that another U.S. hotel property has decided to act responsibly. We are thrilled to have the partnership of the Millennium Hotel St. Louis. We hope the Millennium properties across the country are willing to take the same steps in the future. Children in every city should have the same protections," said Smolenski.

The other U.S. organizations that have signed The Code include Carlson Companies, which owns the Radisson Hotels, and Global Exchange's Reality Tours.



**U.S. Immigration
and Customs
Enforcement**

● **ICE Training its foreign attachés in Rome**

ECPAT-USA's Code of Conduct staff member, Michelle Guelbart, participated in a high level conference in Rome, Italy, where she presented ECPAT-USA's work on the Code of Conduct. The conference was led by Homeland Security's Immigrations and Customs Enforcement (ICE) for the purpose of training ICE Attachés about forced child labor, trafficking in persons, and child sex tourism in Europe, Africa, and the Middle East. Michelle presented on the child sex tourism day along side federal agents who partner with ECPAT -USA to identify, arrest, and prosecute child sex tourists.

3. ECPAT Canada, Beyond Borders

Deborah Zanke, August 15, 2011

● Beyond Borders ECPAT Canada welcomes support for WestJet airline

WestJet recently committed its support of Beyond Borders. The Canadian airline offers scheduled service throughout its 71-city North American and Caribbean network. WestJet will provide Beyond Borders with the gift of flight and will aim to increase awareness about child sex tourism through its inflight magazine as well as social media channels and website.

"WestJet is proud to support Beyond Borders in their mission to end the sexual exploitation of children everywhere," says Richard Bartem, WestJet vice-president of communications and community relations. "We hope that our involvement will support them as they continue to make a difference."

● Beyond Borders featured in Transat's in-flight magazine

Travellers who read Transat A.T. Inc.'s *Atmosphere* magazine in May and June found a feature article about child sex tourism and the partnership between Beyond Borders and the integrated tourism company to combat it. Read the article online at

<http://www.myvirtualpaper.com/doc/atmosphere/atmospheremai2011/2011042002/#70>

● Film distributor, eOne, supports Beyond Borders

Beyond Borders is thrilled to promote the Canadian release of the film, *The Whistleblower*. The film's Canadian distributor, Entertainment One (eOne) is donating \$1 from every movie ticket sold in Canada to Beyond Borders.

The film is inspired by actual events and stars Academy Award® winner Rachel Weisz. It's the story of an American police officer who takes a job working as a peacekeeper in post-war Bosnia. Her expectations of helping to rebuild a devastated country are dashed when she uncovers a dangerous reality of corruption, cover-up and intrigue amid a world of private contractors and multinational diplomatic doubletalk.

This powerful thriller dramatically illustrates the realities of sex trafficking of women and girls as well as many of the disturbing barriers that work to preventing its end. These are issues that Beyond Borders – ECPAT Canada has been fighting for well over a decade.

Beyond Borders urges Canadians to see this important film and to take action against human trafficking. It thanks eOne for its contribution to combatting child sexual exploitation.

To watch the trailer of the film, visit <http://www.thewhistleblower-movie.com/>

● Manitoba Government in Canada commits to implementing The Code

On May 17, 2011 after discussions with Beyond Borders (ECPAT CANADA), the Minister of Justice, Andrew Swan and Family Services and Consumer Affairs Minister Gord Mackintosh announced at a press conference that their government will launch a tourism code of conduct to engage the private sector in the fight against human trafficking and child sex tourism.

4. ECPAT Spain (ACIM)

● A new batch of 11 Spanish tourism companies join the Code at the I International Congress on Ethics and Tourism

Source: Europa Press, 16 Sept 2011 <http://www.europapress.es/nacional/noticia-rsc-once-empresas-espanolas-sector-turistico-firman-codigo-conducta-combatir-exploitacion-sexual-menores-20110916151119.html>



Eleven tourism companies signed on Sept 16 in Madrid the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, in the context of the First International Congress on Ethics and Tourism, organized by UNWTO and the Spanish Government.

This success was achieved by the teamwork of Spanish Committee for UNICEF in partnership with ACIM ECPAT Spain (Code LCR in Spain), supported by UNICEF NY headquarters and the Code Secretariat.

According to data provided by ACIM ECPAT Spain, sexual exploitation of children in prostitution associated to tourism generates each year more than \$ 5000 million/year, with a estimated 100 million children victims of sexual exploitation globally.



ECPAT International Kathleen Speake addressing the conference



UNICEF Spain Ana Moilanen and the Code Secretariat Camelia Tepelus



Meliá Hotels Sebastian Escarrer, UNICEF Spain Consuelo Crespo, World Committee on Tourism Ethics Dawid de Viliers, ECPAT Spain Ana Sebastian

The signatory companies are:

Baleares Hotel Chains Group (Agrupación de Cadenas Hoteleras de Baleares, ACH),
Ashotel (Canary Islands),
Spanish Federation of Travel Agencies (Federación española de Agencias de Viajes, FEAAV),
Mallorca Hotel Federation (Federación Hotelera de Mallorca, FEHM),
Iberostar Group,
Lopesan Group,
Iberia,
Loro Parque S.A,
National Atesa,
NH Hotels and
Orizonia,
which expressed their commitment to the Code in an act witnessed by their Royal Highnesses the Princes of Asturias.



www.ecpat-esp.org/codigoturismo

In Spain, in addition to the 11 signatories, other 3 companies were already members of the Code (Meliá Hotels International in 2006, followed by Barceló Hotels and Viajes Mogador). Furthermore, 4 other companies are in the process of preparing to join.

The signing act of the Code was also witnessed by the Minister of Industry, Tourism and Commerce of Spain, Miguel Sebastian; the Secretary General of UNWTO, Taleb Rifai; the Vice President of the European Commission, Antonio Tajani; the Secretary General of Tourism and Interior Commerce of Spain, Joan Mesquida; the President of UNICEF España, Consuelo Crespo; the Vice-President of ACIM ECPAT Spain, Ana Sebastián; the President of the World Committee of Tourism Ethics, Dawid de Villiers ; ECPAT International Director Kathleen Speake, and the Vice-President of Meliá Hotels International, Sebastian Escarrer.

● **A new innovative e-learning course about CSEC offered by the Catalan University UOC (Open University of Catalonia) of Barcelona will be on line in autumn 2011. (Debora D'Alleva and Andrea Compagno, former ACIM ECPAT Spain staff)**

Debora D'Alleva and Andrea Compagno, two jurists specialized in Human Rights and Child Rights and both with a past working experience in ECPAT Spain as technicians and experts on commercial sexual exploitation of children, will be the consultants and tutors of a new e-learning course of the UOC University of Barcelona on line from autumn 2011.

The UOC defines itself, as “*a cross-cutting Catalan university with a worldwide presence, aware of the diversity of its environment and committed to the capacity of education and culture to effect social change. The UOC fosters cooperation and exchange within its university community and with other universities, institutions, the business community and civil society, whilst at the same time forging international alliances to enable sharing and learning.*” This internationally-renowned online university created in 1994 also offers the “*Campus for Peace*” a department for NGOs, a socially conscious initiative created by UOC with a view to contributing to peace and solidarity with disadvantaged peoples and societies and promoting development cooperation, humanitarian aid and sustainability. Inside the Campus for Peace we also find the School for Cooperation where it will be offered this new on line course of specialization about “*Prevention and Protection against the commercial sexual exploitation of children*” starting in autumn 2011.

D.D'Alleva and A. Compagno have created and prepared this new e-leaning course in collaboration with the UOC with the aim of: explaining and giving a global vision about what the CSEC is, how it works according to its main modalities (child prostitution, child pornography, child sex tourism and trafficking of children for sexual purposes and) and how to prevent and fight against it through transversal and global strategies.

Learning itinerary of the course: The course in "Prevention and Protection against the sexual exploitation of children" will be formed by 5 modules, each of which dealing with a different topic about CSEC. There will be a general introductory module about commercial sexual exploitation in general and the other four ones will focus about each specific modality of CSEC, with the aim of giving a deeper knowledge about the reality of this phenomenon. Every module will be accompanied by two different types of activities thought for the students and at the end of the last module they will have to write a short free work about a particular topic that the participants have found of special interest. In total this course of specialization will last between 4 and 5 months.

For more information see:

http://www.campusperlapau.org/portal/english/campus_pau/novetats/actualitat/noticies/0911_ESCI.html



Debora D'Alleva and Andrea Compagno during the CRC session 45, 21 May – 8 June 2007 of presentation of the Alternative Report of the Spanish Ngo ACIM-ECPAT Spain about the Optional Protocol to the Convention on Children's Rights, Sale of Children, Child Prostitution and Pornography

6. ECPAT Germany

Mechtild Maurer

- **First time for Business Travel Company to engage in protection for children: FCm Travel Solutions signs Code of Conduct for the protection of children from sexual exploitation in Tourism**



Frankfurt, September 13th 2011. FCm Travel Solutions signed the code of conduct for the protection of children from sexual exploitation in tourism. It is the first business travel company in Germany that joined the Child Protection Code. "This is an important step for us", said Christian Spangenberg, head of department FCm Travel solutions, about signing the code of conduct. Matthias Leisinger, chairman of the board of management from the Child Protection Code Organization Switzerland, which fights sexual exploitation of minors worldwide was also present.

"We are aware of the challenge that arises with signing the code of conduct, but are looking forward to the collaboration", Spangenberg stated. Together with ECPAT Germany an action plan was drawn which considers training of all employees of FCm Travel Solutions within one year. An information brochure will be developed which especially specifies on clarification and implementation in business travelling.

"We welcome the decision FCm's to address this topic proactively", Matthias Leisinger said, "We hope that the participation from FCm will set a signal for business travel industry." The Corporate Sustainability Officer of the tourism REWE Group and also management board member of the Child Protection Code Organization, Andreas Müller, declared the signature as "courageous step, treading new paths in business travel."

Mechtild Maurer, director of ECPAT Germany, noted that "With the action plan FCm is well positioned." For her it is important that "the main focus lies on scrutinizing and evaluating specific actions taken." Kirsten Cibis adds: "with signing the Code of Conduct we hope to be able to shape this important topic. Structures, developed within our sustainability management, will help control and transport the content of the Child Protection Code.



Signing of the Code by FCm Travel Solutions, in partnership with ECPAT Germany

FCm Travel Solutions belongs to the top five global business travel chains and offers customers over 70 business travel agencies within Germany alone. They coordinate business trips, are responsible for planning, booking, billing as well as analysis and optimization of travel management.

The German business travel expert partners with the international network of FCm Travel Solutions seated in Brisbane, Australia, employing around 9.000 workers in over 70 Nations. For more information go to www.de.fcm.travel.

7. Gambia

● **Tourism Board Launch Its Training Manual for Child Sex Tourism**

Annia Gaye, 7 October 2011, Source <http://www.thenigeriandaily.com/2011/10/07/gambia-tourism-board-launch-its-training-manual-for-child-sex-tourism/>

The Gambia Tourism Board in its commitment to eradicate child sex tourism in the Gambia constituted a task force committee for developing a training manual on child sex tourism. The training manual was on Wednesday 5 October launched at the Baobab Holiday Resort in Kololi. The launching of the training manual concurs with the mandate of GTB in child protection in tourism and also serves as an instrument and substantive material that the government of the Gambia and UNICEF are doing to protect children in tourism.

Delivering his launching statement on behalf of the minister for tourism and culture, the Deputy Permanent Secretary Mr. Modou Joof said the launching of this manual is another milestone in the annals of child sex tourism. He said it is also timely as they are about to see the beginning of another tourist season. He expressed the fact that child sex tourism is an issue which is not only restricted to the tourism sector but to the entire society including, families, schools and other organisations. He said the fight against child sex tourism is a fight on all fronts and in all the corners of the country. This, he noted shows children are vulnerable and can be easily attracted by so many things. He therefore expressed commitment to all on the fight against child sex tourism. "It is committed by all and sundry" he said.

Mr. Joof stated that tourism provides revenue for the Gambia government and the private sector, therefore he said it is a very important source of income to both Gambians and non Gambians who operate within the sector. He revealed that, the ministry of tourism is geared to extend the punishment attached to offenders of child sex tourism so as to protect the child in Gambia and even the tourist. He said the training manual will go a long way in increasing awareness to the sector and also the environment, as the issue of child sex tourism is a complicated issue that has social complications. He noted that with collaboration with one another, the fight against child sex tourism would certainly be ended.

He tasked trainers to go beyond the classroom and make it a duty to sensitise and disseminate the information to their colleagues. He concluded by thanking UNICEF for its support in the compilation of this manual. Ousman Kebbeh, the Tourism Human Resources Officer at the GTB said the training manual started a year ago in collaboration with stakeholders to make sure that the training manual is on board to protect child sex tourism in the Gambia. He noted that, the task force committee set up to work on the training manual play key role in the protection of child sex tourism. He challenged participants, who he terms as ambassadors of their organisations and institutions to share and disseminate to their colleagues the information about child sex tourism, so that it can protect our children. All this he said, requires collective efforts that need to take on board our work.

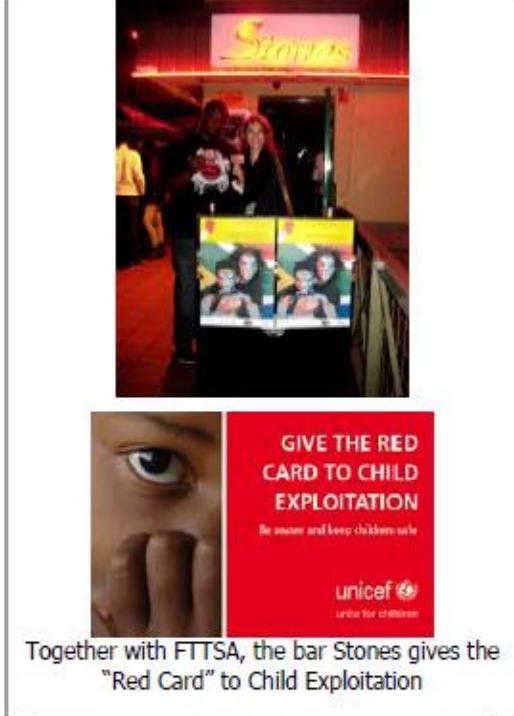
He thanked the Gambia government and UNICEF for their support in protecting children in our country. He urged participants to make good use of the manual. Other speakers include Modou Tala Jobe of Small Scale Enterprises in Tourism (ASSET) who dealt on similar sentiments.

8. Fair Trade in Tourism South Africa

Irene Chepkwony, Project Coordinator

● Happy 1st Birthday to the Code in South Africa!

In June 2011, it was one year since Fair Trade in Tourism South Africa (FTTSA) has launched the Tourism Child Protection Code in South Africa prior to the World Cup 2010. Since then, a lot of work has been done and The Code is supported by over 50 Code-signatories and supporters by now.



Latest Signatories and Supporters

Major partners of the project include tourism associations such as South African Tourism, the Tourism Business Council, FEDHASA, Open Africa or the Heritage Environmental Company who have all signed a pledge of support and help FTTSA by promoting the Code to their members. A copy of the pledge can be requested via email, see below.

Amongst the signatories are major industry players such as Southern Sun, City Lodge, Winchester Mansions, Peermont, Avis, Europcar, First Car Rental and Thompson's Africa. However, many smaller establishments such as Abang Africa, the Peech Hotel or Andulela Experience also impress us with their immense commitment and inventive awareness raising activities (for examples, visit our [Best Practice photo gallery](#) on facebook). Currently, South African Code signatories represent a work force of 13,000 employees, and host over 10 million guests every year!

New Signatories

We are pleased to announce four new signatories to The Code in South Africa:

[Bartholomeus Klip Farmhouse](#), Cape Town
[Firelight Tours and Safaris](#), Bromhof
[Private Safaris](#), Cape Town
[Greenways](#), Cape Town

To date 53 companies, associations and government departments have pledged or signed the Code in South Africa.

Activities

To further extend FTTSA's campaign to "Fight Child Exploitation in Tourism", a new strategy has been developed with which FTTSA aims to also include nightclubs, bars and restaurants – the hot-spots of prostitution – in the initiative.

In a pilot project with the popular bar and nightclub Stones, which is located in the centre of the student party area Hatfield, Pretoria, FTTSA provided the club with awareness raising material such as posters and tshirts, and assisted the bouncers with handing out the little red cards at the entrance. The event was linked to South Africa's Youth Day (16 June) and received positively surprised feedback from customers. A [photo gallery](#) with more pictures of the event is featured on our facebook page.

News from the signatories

Abang Africa recently sent an e-mail to tell us that they had conducted a presentation to their staff about the Code. Abang Africa also gives red cards to all the guests staying on their facilities. This is a good way of

creating awareness to tourists. FTTSA will soon send out their third Code newsletter. To subscribe, please send an email to thecode@fairtourismsa.org.za.

8. ECPAT New Zealand

Alan Bell, 12 August, 2011



● Hotel Group and Child Protection Agency Join Forces (Press Release)
 Today the ACCOR group of hotels throughout New Zealand and Fiji registered as signatories to the global responsible tourism code of conduct known as The Code through the local Code representatives, ECPAT Child ALERT.

At a meeting of their hotel managers in Auckland Paul Richardson, Vice President for Accor in New Zealand and Fiji committed their organisation to meet the requirements of The Code to protect children from sexual exploitation through tourism. This includes training of staff, monitoring and

reporting, as well as the raising of guest awareness. They now join almost 1,000 members from the tourist industry around the world in 42 countries who have adopted this corporate social responsibility.



Within the framework of its sustainable development policy and its Earth Guest Programme, Accor is committed to help combat child-sex tourism and the group has now signed the code in more than 40 countries.

in the travel and tourism industry will also demonstrate their support by becoming signatories also. *"This is a responsible and timely move by a major international organisation to add this dimension of corporate responsibility to their already fine record of setting high professional and social standards in their business operations."*

The sexual abuse of children associated with the travel and tourism industry is a global phenomenon known as Child Sex Tourism (CST) and results in countless thousands of children being exploited by travellers in many tourist destinations. The abuse includes all forms of sexual exploitation including prostitution, pornography and trafficking.

"New Zealand is fortunate that law enforcement exercised by the Police, Customs and Internal Affairs monitors and enforces the law to a degree that we do not experience child sex tourism to the same degree as some other countries. However it is wise to be proactive and to be alert to the risks as we are not exempt from this sort of child abuse. The measures become of particular importance during times such as the upcoming Rugby World Cup where there will be a lot of overseas visitors moving around the country with a probability of increased alcohol consumption and crowd behaviour." says Mr Bell.

ECPAT Child ALERT is a registered charitable trust working to prevent the sexual exploitation of children. Contact: Alan Bell; 09 3765252; 021 826137



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