

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

www.thecode.org

Summary

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (the Code) is a project joining the tourism private sector and the children's rights non-governmental organization ECPAT, aiming to prevent sexual exploitation of children at tourism destinations.

The tour operators and their umbrella organizations, travel agents, hotels, airlines, etc. which endorse the Code, commit themselves to implement the following measures:

- 1. To establish a corporate ethical policy against commercial sexual exploitation of children.**
- 2. To train the personnel in the country of origin and travel destinations.**
- 3. To introduce clauses in contracts with suppliers, stating a common repudiation of sexual exploitation of children.**
- 4. To provide information to travellers through catalogues, brochures, in-flight films, ticket-slips, websites, etc.**
- 5. To provide information to local "key persons" at destinations.**
- 6. To report annually.**

The Code was initiated in April 1998 by ECPAT Sweden in cooperation with Scandinavian tour operators and the World Tourism Organization (WTO). Since 2000 it has been developed using funding provided by the European Commission, contributions from the European ECPAT partners, and logistic support from the WTO and the tourism industry. Since 2004 the Code is registered in Sweden as a non-profit, with the international Secretariat based in New York at ECPAT USA, funded by UNICEF and supported by the World Tourism Organization.

Impact:

The Code is currently implemented globally by over 54 tour operators and their associations, hotels, travel agents and airlines from 17 countries from Europe, Asia, North America, and Latin America.

In 2005 the Code will be launched in Japan.

The number of tourists impacted by the Code is estimated to reach in 2004 over 30 million per year, travelling to destinations in over 16 countries worldwide.

The Code won in 2003 the British Airways *Tourism for Tomorrow* Award in the *Large Scale Tourism* category.



Steering Committee on the Code of Conduct: World Tourism Organization, ECPAT International, Interpol, International Hotel and Restaurants Association, Tourism Authority of Thailand, EMBRATUR, Tour Operators' Initiative for Sustainable Tourism Development, Federation of International Youth Travel Organizations, UNICEF

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