

CENTRAL AMERICAN PLAN OF ACTION FOR THE PREVENTION OF COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS IN THE TRAVEL AND TOURISM SECTOR 2005-2006

I. BACKGROUND

On 29 October 2004, the *Declaration on the Prevention of Sexual Exploitation in Tourism in Central America and the Dominican Republic* was signed in the city of San Salvador as a demonstration of the desire by the signatory countries to end this form of human rights violations against children and adolescents.

By way of the Declaration, the Ministers of Tourism and tourist authorities, together with the representatives of the National Chambers of Tourism that make up FEDECATUR, under the auspices of UNICEF and with the support of the Italian Government, SICA and various public and private organisations associated with tourism, agreed in point 5 of the Declaration on the following:

To request from the UNICEF Regional Office for Latin America and the Caribbean, seated in Panama, that they elaborate in collaboration with the Ministers of Tourism of Central America and the Dominican Republic, and with SICA, a joint regional plan for the 2005-2006 period, aimed at the prevention of sexual exploitation in the tourist sector. Said plan should contain activities aimed at raising awareness, capacity building and training for this sector and be implemented in co-ordination with the National Chambers of Tourism of the participating countries, along with informational activities for dissemination to the citizenry.

In view of this charge, UNICEF places at the disposition of the governmental authorities of the countries involved, the Central American Council of Tourism (CCT), by means of the SICA Tourism Directorate, FEDECATUR and the tourist business sector as well as ECPAT International, and the World Tourism Organization (WTO), the following Plan of Action.

During the October 2004 meeting, a draft Plan of Action was discussed and defined, and this has been taken as the foundation for detailing the plan being presented here. The following Plan of Action has taken into consideration the suggestions and observations of all sectors involved and mentioned in the prior paragraph as a means of concretising the commitments that were agreed upon by consensus and signed in San Salvador.

II. PLAN OF ACTION

A. Plan of Action Outline

ACTIVITIES	RESPONSIBLE ENTITIES AND PARTICIPANTS	DATES
1. Agreement for assignation of a support focal point for gaining subscription to the Code of Conduct on the part of private enterprises associated with tourism and travel	FEDECATUR, National Chambers of Tourism, Institutes of Tourism, CCT	July – August 2005
2. Regional meeting of National Chambers of Tourism for individually signing the Code of Conduct and for defining national working plans for encouraging the private sector to sign the Code of Conduct	FEDECATUR, National Chambers of Tourism, Institutes of Tourism, ST-CCT	July - August 2005
3. Commencement of subscription and application of the Code of Conduct at the national level	National Chambers of Tourism, Institutes of Tourism	July - August 2005
4. Extraction of data from existing research studies as an informational base for the design of the training on the Code of Conduct and for the Central American Communications Campaign for the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry	UNICEF with the collaboration of the public sector, NGOs and international agencies	July - August 2005
5. Regional training of trainers workshop in the Code of Conduct and the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry	UNICEF, ST-CCT, FEDECATUR, Institutes or Ministries of Tourism, National Chambers of Tourism, ECPAT	September 2005
6. National training of trainers workshop in the Code of Conduct and in the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry	CCT, Institutes or Ministries of Tourism, National Chambers of Tourism, public sector, business sector, UNICEF, ECPAT	September – December 2005
7. Alliances with universities and private training schools for curricular inclusion of the topic of prevention of commercial sexual exploitation in the travel and tourism industry	Institutes of Tourism, National Chambers of Tourism, UNICEF	September 2005 - December 2006
8. Specialised training at the regional level for police and public prosecutors on commercial sexual exploitation of children and adolescents	UNICEF, CCT, police and national prosecutorial offices, ECPAT	October 2005

9. Specialised training at the national level for police and public prosecutors on commercial sexual exploitation of children and adolescents	UNICEF, CCT, police and national prosecutorial offices, ECPAT	October – December 2005
10. Design and selection of regional communications campaign	CCT, Ministries of Tourism, ST-CCT, FEDECATUR, UNICEF, COMECATUR,	July – September 2005
11. Adaptation of the regional campaign to the national level	National Chambers of Tourism, Ministries of Tourism, ST-CCT, UNICEF, COMECATUR	August – November 2005
12. Launch of the regional and national campaign	CCT, FEDECATUR, Ministries of Tourism, ST-CCT, UNICEF, Italian Co-operation	November 2005
13. Organisation of multi-disciplinary monitoring teams in each country, charged with verifying if the conditions set forth by the Code of Conduct are being complied with as accorded	Institutes of Tourism, National Chambers of Tourism, trainers, police and Prosecution Offices or Public Ministry, Ministries of Children and Family, UNICEF, ECPAT	September 2005 – December 2006
14. Regional evaluation meetings focusing on advances made towards completing the Plan of Action and for reviewing the financing of the communications campaign	ST-CCT, CCT, FEDECATUR, National Chambers of Tourism, business owners from the tourist sector, and UNICEF	January - December 2006

B. Development of the Plan of Action Outline

1. Agreement for assignation of a support focal point for gaining subscription to the Code of Conduct¹ on the part of private enterprises associated with tourism and travel

Tentative dates: July – August 2005

In each country of Central America, there should be a focal point that manages information with respect to subscription to the Code of Conduct on the part of private enterprise, its contents, model forms of subscription, information on training (how to obtain it, dates, contacts for the trainers), and materials from the communications campaign, how to use them, etc.

¹ The Code of Conduct is a project of ECPAT-International with support of the World Organization of Tourism (WTO) and UNICEF that seeks to prevent sexual exploitation of children and adolescents in the travel and tourism sector. Enterprises commit themselves to develop activities for preventing and combating commercial sexual exploitation of children and adolescents by way of the following six criteria: 1) To establish an ethical corporate policy against the commercial sexual exploitation of children and adolescents; 2) To train their personnel both in the place of origin as well as in the travel destinations; 3) To introduce a contractual clause with service providers which jointly rejects the sexual exploitation of children and adolescents; 4) To offer information to travellers by way of catalogues, brochures, posters, onboard informational videos in airplanes, information on invoices, web pages or other channels considered to be opportune; 5) To offer information to local “key” agents at destinations; and 6) To prepare an annual report about the application of these criteria.

Moreover, this focal point will play the role of convocation and promotion of the adherence to the Code of Conduct on the part of private enterprise, by carrying out the following activities:

- Send the Code of Conduct to all hotels, tour operators, travel agencies, transportation companies, restaurants in tourist and transit zones, etc.
- Invite parties to subscribe to the Code of Conduct with information about the benefits that come along with it.
- Send information about its content, how businesses can subscribe to the Code of Conduct, the support that they can receive on the part of the Institutes of Tourism, the National Chambers of Tourism, ST-CCT, ECPAT International, the World Tourism Organization, and UNICEF.
- Send information about national events related to the Code of Conduct: launching of the communications campaign, public recognition for subscribing to the Code of Conduct, press conferences, etc.

Tentative date for sending information: August 2005, following the regional meeting of the National Chambers of Tourism described in the following point of this Plan of Action.

After that date, the assigned agency will have to provide follow-up to the interest displayed by the diverse set of actors involved, send them supplementary information as requested, and give support for their inclusion into the Code of Conduct.

The agencies that by their nature and characteristics could assume this role are the Chambers of Tourism of each country. Nevertheless, there exist differences in their capacities and availability for assuming this function. Moreover, the process of adherence by the National Chambers of Tourism is developing in an unequal manner in each country, where in some countries such as Nicaragua, Honduras and Costa Rica, they have already subscribed while the remainders have not.

In any case, the role of the focal point should be assumed with the support in the first instance of the Institutes of Tourism, who should also provide them with the information required in order to carry out its functions and support it with actions like the following:

- Support for the strategy design for reaching the largest possible number of business owners, including those not directly linked to travel and tourism or those most difficult to access (motels, taxi drivers, alternative means of tourist transport such as "bicycle-taxis", discotheques, bars, etc.).
- Support for the issuance of incentives for those business owners that adhere to the Code of Conduct (public recognition, press conferences, launching of campaigns at various levels, informational meetings of the travel and tourism sector).
- Support for the dissemination of the Code of Conduct through the distribution of information at the moment of registration in the National Chamber of Tourism and the Institute of Tourism, and announcements about legislation and penalties imposed for complicity in the commercial sexual exploitation of children and adolescents.
- Support in the dissemination of distribution materials.
- Support for monitoring compliance with the Code of Conduct.

Moreover, UNICEF will support in a parallel way at both the regional and country level with the co-ordination of training around the Code of Conduct. For this reason, the

National Chambers of Tourism and the Institutes of Tourism should also have the support of UNICEF in order to be informed about the dates and methodology of training courses. (*This aspect is developed in points 5 & 6 of this Plan of Action*).

Once the distribution materials have been designed and produced for the Central American communications campaign for the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism sector, the focal point will also be charged with informing interested parties and potential subscribers to the Code of Conduct about the way to obtain these materials.

In those countries where the National Chambers of Tourism have not demonstrated sufficient capacity to assume these tasks, even with the support of the Institute of Tourism, the focal point should at the same time assume a more participatory role that insists upon the private chambers, which could include additional chambers besides those of tourism such as private business owners in other branches of the economy (sale of alcohol, beer, bars, discotheques, restaurants, cultural events, etc.)

2. Regional meeting of National Chambers of Tourism for individually signing the Code of Conduct and for defining national working plans for encouraging the private sector to sign the Code of Conduct

Tentative dates: July - August 2005

With the aim of clarifying the role of the focal point described in the preceding point and defining its tasks with respect to the Institutes of Tourism and the support that they can offer, it will be important to set a meeting where this can take place and where the National Chambers of Tourism can reconfirm their commitment to continue in the interests of the agreement subscribed to at the meeting of San Salvador in October 2004. In this meeting, moreover, the progress made by the Chambers of Tourism in those countries of the region where they have subscribed to the Code of Conduct can be shared.

To that end, the convocation for a meeting will be prepared by ST-CCT and FEDECATUR to assemble the National Chambers of Tourism and the Institutes of Tourism where the following points will be proposed:

- Presentation on the part of ST-CCT of the meeting's objectives, with an explanation of the regional strategy and the existing interest in the struggle against commercial sexual exploitation of children and adolescents. An invitation will be made to work strongly in the distribution of the Code of Conduct and for its appropriation by private businesses in the tourist and travel industry.
- Presentation of the Plan of Action by SICA with the support of UNICEF.
- Presentation of ECPAT International/the World Tourism Organization (WTO) about the world-wide process of adhesion to the Code of Conduct, its implications and results, and the national experiences of Central America.
- Signing of the Code of Conduct on the part of National Chambers of Tourism by those who have not yet done so.
- Working in roundtables for the definition of national strategies for encouraging subscription to the Code of Conduct on the part of each private tourist enterprise and for discussing the role of the Chambers of Tourism and the Institutes of Tourism in said strategies, and in the overall process of adhesion to the Code of Conduct. Finally, national work plans will be signed to that effect.

3. Commencement of subscription and application of the Code of Conduct at the national level

Tentative dates: July – August 2005

At the country level, each of the National Chambers of Tourism with the support of the Institutes of Tourism will send an invitation to the private sector in tourism and travel, calling on them to subscribe to the Code of Conduct, familiarising them with the Code and the significance of the Chamber's own adhesion.

Beginning at that moment, the strategy jointly designed on the part of the National Chambers of Tourism and the Institutes of Tourism at the regional meeting described above in point 2 will be initiated.

4. Extraction of data from existing research studies as an informational base for the design of the training on the Code of Conduct and for the Central American Communications Campaign for the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry

Tentative dates: July - August 2005

Taking into account existing research studies and the recompilation of data carried out by civil organisations, universities and international agencies about the situation of commercial sexual exploitation of children and adolescents in the region, it is proposed that information be extracted based on the existing studies. It will be used as the informational base for the trainings around the Code of Conduct at the regional and country level as well as for the design of the communications campaign in Central America to prevent commercial sexual exploitation of children and adolescents in the travel and tourism industry.

This information will be considered as a basic source of data for enabling the understanding of the phenomenon of commercial sexual exploitation of children and adolescents, its conceptualisation, characteristics and approximate scope.

The offices of UNICEF with the support of civil organisations and public institutions such as the Public Ministry and others, will gather data in each country based on already existing studies. It is proposed that these data or indicators be made up of the following:

- Estimated number of children and adolescents victimised by commercial sexual exploitation and trafficking for purposes of sexual exploitation.
- Estimated percentage of differing ages of children and adolescents victimised by commercial sexual exploitation and trafficking for purposes of sexual exploitation
- Estimated economic benefits derived from commercial sexual exploitation or trafficking of children and adolescents.
- National and municipal zones with the highest number of cases.
- Number of complaints filed since 2000.
- Percentage of rescue and recovery of children and adolescents victimised by commercial sexual exploitation and trafficking for purposes of sexual exploitation

- Percentage or number of persons who as adults work or worked in the commercial sex industry and who were recruited while under the age of 18.
- Rescue and treatment programmes of children and adolescents victimised by commercial sexual exploitation.

5. Regional training of trainers workshop in the Code of Conduct and the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry

Tentative date: September 2005

With the aim of creating capacities at the national level, a regional training programme is proposed to create trainers on the Code of Conduct and the prevention of commercial sexual exploitation in the travel and tourism sector. These trainers undertake a commitment to replicate the training process at the national level.

August 2005: UNICEF will co-ordinate the selection of candidates through its country offices in collaboration with each Ministry of Tourism, National Chamber of Tourism, FEDECATUR and the ST-CCT. It is anticipated that there will be four candidates per country in the tourist and travel sector, two from the private sector and two from the public sector.

UNICEF country offices will inform ST-CCT, the Institutes of Tourism and the National Chambers of Tourism about the orientation criteria for the selection of candidates from the tourist and travel industry from both the public and private sectors.

It is proposed that the candidates for trainers be selected based on the following criteria:

- Trainers should belong to training sections or be involved with the organisation of staff training of their respective institutions.
- Trainers should be people who following their own training will have the time and institutional support available from their agency or business to be able to conduct training of others at the national level.
- Trainers should have their permanence reasonably guaranteed within their institution or area of work.
- Trainers should be individuals with sufficient academic background to be able to comprehend the legal and sociological aspects of the problem as well as a pedagogical capacity adequate for subsequently transmitting this knowledge.
- At the personal level, trainers should be candidates inclined and committed to the training of themselves and others, and concretely to the fight against commercial sexual exploitation of children and adolescents. They should be stakeholders in the problem, and should be willing to follow-up on the results of the training courses and the overall Plan of Action.
- Trainers should be individuals with time management skills, knowledgeable about group dynamics, and capable of responding in the face of possible rejection or diverse emotional reactions.

September 2005: The UNICEF Regional Office will sponsor and organise the preparation course for the trainers, with logistical support and cost-reduction support provided by national tourism agencies and FEDECATUR in the areas of travel, accommodations, meal expenses, etc. The trainers will be brought into the location designated by UNICEF in order to receive their preparatory training together. The

training will be carried out in accordance with the objectives, methodologies and characteristics described in the attached programme (Appendix 1).

6. National training of trainers workshop in the Code of Conduct and the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry

Tentative dates: September – December 2005

Trainers who have been prepared at the regional level will offer the same course they have received to other trainers at the national level, with the support and co-ordination of the UNICEF country offices in collaboration with the Institutes of Tourism and the National Chambers of Tourism.

These trainers will be selected based on the same criteria mentioned in the preceding point by representatives of the tourist and travel industry in both the public and private sectors, with the support of the UNICEF country offices. The selection of these trainers should therefore be selected from candidates based on the following criteria:

- Trainers should belong to the training sections or be involved with the organisation of personnel training of their respective institutions.
- Trainers should be people who following their own training will have the time and institutional support available from their agency or business so as to be able to conduct training of others at the national level.
- Trainers should have guaranteed a reasonable period of permanence within their institution or area of work.
- Trainers should be selected that provide coverage to all geographical areas of the country, taking into account the subsequent training that will need to take place at the local and municipal levels.
- Trainers should be individuals with sufficient academic background to be able to comprehend the legal and sociological aspects of the problem as well as a pedagogical capacity adequate for subsequently transmitting this knowledge.
- At the personal level, trainers should be candidates inclined to participate and committed to the training of themselves and others, and concretely to the fight against commercial sexual exploitation of children and adolescents, stakeholders of the problem, and they should be willing to follow-up on the results of the training courses and the overall Plan of Action.
- Trainers should be individuals with time management skills, knowledgeable about group dynamics, and capable of responding in the face of possible rejection or diverse emotional reactions.

Once the trainers have been prepared at the national level, there will exist a team of trainers whose mission will be that of training those involved in the public and private sector in the fight against commercial sexual exploitation of children and adolescents in the travel and tourism industry as well as in the need to subscribe to the Code of Conduct.

Given that subscription of the private business to the Code of Conduct is a prerequisite in the case of the private sector, it is suggested that the selection process be convened by the National Chambers of Tourism who can inform candidates about how to obtain training, etc. In order to carry out this invitation and convocation, it is proposed that a strategy be defined in collaboration with the Institutes of Tourism.

In the case of public institutions, the Institutes of Tourism should work together with state agencies charged with the protection of child rights in defining a training strategy for all personnel that are or could be in contact with the problem.

7. Alliances with universities and private training schools for curricular inclusion of the topic of prevention of commercial sexual exploitation in the travel and tourism industry

Tentative dates: September 2005 – December 2006

With the aim of creating capacities for the prevention of commercial sexual exploitation of children and adolescents in the travel and tourism industry, the public and private sectors will seek out alliances with universities and private training schools for tourism so that the problem can be included in the curriculum of professional tourism studies, hotel and tourism schools, etc. Agreements will moreover be sought to facilitate the practice that universities and private training schools in the field of tourism become included in the groups of trainers being formed and be made permanently available through student social service programmes or other modalities.

8. Specialised training at the regional level for police and public prosecutors on commercial sexual exploitation of children and adolescents

Tentative date: October 2005

The UNICEF Regional Office will organise a specialised regional course for the prosecutorial and police sector, whose participants are to be made up of those committed to repeating the training for others at the national level, with technical collaboration and logistical assistance to be provided by CCT and FEDECATUR. Trainers will be prepared who will then offer training at the national level to the rest of the members of their institution.

The institutional targets for this training are: tourism police, national police, investigative police and, and public prosecutors.²

9. Specialised training at the national level for police and public prosecutors on commercial sexual exploitation of children and adolescents

Tentative dates: October – December 2005

The trainers formed at the regional level will later offer the same course to other police and prosecutorial professionals at the country level, with the support and co-ordination of the UNICEF country offices, the Institutes of Tourism, government police authorities and the Public Ministry.

Each institution will convene a meeting of all personnel, independent of their rank, who might have direct contact with victims or potential victims, victimisers, or places where such activities might take place or where there exists a risk of commercial sexual exploitation of children and adolescents, as well as with those charged with

² In Appendix 3, suggestions have been included that were gathered from countries about the contents and methodology of these training courses in view of needs and concerns that were expressed about the problem.

investigating and prosecuting such crimes, and any personnel that may have information at their disposal about actions of commercial sexual exploitation of children and adolescents. It is suggested that managerial posts that supervise the work of those persons mentioned above also take the course and participate in it. The institution will work to ensure that the course takes place during normal working hours and that it be mandatory.

10. Design and selection of regional communications campaign

Tentative dates: July – September 2005

The aim is to produce a regional communications campaign with a single positive message for all of Central America regarding prevention of commercial sexual exploitation of children and adolescents, specifically in the travel and tourism sector.

The campaign will contain single regional messages that are to be used in all the involved countries. The informational data, however, will be adapted at the national level (locations where complaints can be filed, competent authorities, information about the Code of Conduct, the Chambers of Tourism, etc.).

UNICEF will sponsor the selection of a publicity agency from among three proposed candidates in order to develop the regional communications campaign based on the strategy proposed in the attached document (Appendix 2). Each one of the three agencies will prepare a campaign proposal that will first be presented to an ad-hoc Committee made up of representatives from the region's public and private tourism sectors, representatives of the Central American Marketing Committee (COMECATUR), FEDECATUR and UNICEF, and subsequently in a regional meeting co-ordinated by the ST-CCT, with the presence of the Ministers of Tourism, scheduled for the month of August.

In this meeting, the regional proposal for the Central American campaign for prevention of commercial sexual exploitation of children and adolescents in the travel and tourism sector will be selected and the activities that can be carried out by the National Chambers of Tourism, private enterprises and the Institutes of Tourism will be determined with the aim of gaining sponsors and reducing the distribution costs of the campaign, thereby helping to make the process sustainable.

11. Adaptation of the regional campaign to the national level

Tentative dates: August – November 2005

The UNICEF country offices will support the adaptation of materials devised at the regional level for use at the national level, this in collaboration with the national branches of the agency charged with carrying out the regional campaign, and in co-ordination with the National Chambers of Tourism, the Institutes of Tourism and participating civil organisations. This collaboration will consist of technical support, assistance in the production of materials, provision of economic support when possible, and in the review of the final product prior to its definitive launch.

12. Launch of the regional and national campaign

Tentative date: November 2005

It is suggested that the launching of the campaign take place by way of a press conference with participation of the ST-CCT, CCT, FEDECATUR, the UNICEF Regional Office, and the Italian Co-operation Agency. Simultaneous press conferences at the country level will be held with all participating public and private institutions as well as the civil society organisations and UNICEF.

13. Organisation of multi-disciplinary monitoring teams in each country, charged with verifying if the conditions set forth by the Code of Conduct are being complied with as accorded

Tentative dates: September 2005 – December 2006

With the aim of monitoring the progress of all activities envisioned in this Plan of Action, there should be periodic meetings held every six months at the national level once the communications campaign has been launched. In these meetings, it is suggested that a representative from each sector involved be present, namely:

- Trainers
- The focal point (National Chambers of Tourism or other designated agency)
- Institutes of Tourism
- Police and Prosecutor offices or the Public Ministry
- Ministries or Secretariats of Child Rights Protection
- UNICEF
- ECPAT International or other NGOs

This group will be charged with discussing and revising the following:

- Subscriptions to the Code of Conduct that have taken place,
- Compliance with the Code of Conduct,
- The most frequently encountered difficulties and weak points in the application of the Code of Conduct,
- The scope and impact obtained in the communications campaign,
- The attitudes and interest demonstrated by the general public,
- Evaluation of inter-institutional co-ordination, including with private enterprise in the response to the relevant crime and in problem-solving,
- The challenges or needs detected at all points of the Plan of Action.

The group will report to FEDECATUR and ST-CCT about the extent of adhesion to the Code of Conduct in the country, the progress made in the communications campaign and in the training efforts, and the needs, challenges and pending problems in need of solution.

It is suggested that these meetings be convened by the Institutes of Tourism, inviting all sectors involved in the implementation of the Plan of Action and the inter-institutional commissions against commercial sexual exploitation of children and adolescents that exist in each country.

It is proposed that in the periodic meetings convened by SICA that a progress report be included on advances made and the results of said national meetings, in accord with the reports sent by the Institutes of Tourism.

14. Regional evaluation meetings focusing on advances made towards completing the Plan of Action and for reviewing the financing of the communications campaign

Tentative dates: January - December 2006

Independently of the periodic meetings convened by SICA mentioned in the preceding point, where a report will be included about the follow-up of all activities included in the Plan of Action, it should be assured that three meetings take place in 2006 with the fundamental goal of discussing advances and areas that have fallen behind, as a special way of defining the progress and continuity of the regional communications campaign.

To that end, the ST-CCT will be charged with convening three regional meetings, one in January, another in June, and the third in December, where CCT, FEDECATUR, the National Chambers of Tourism, business owners in the tourist and travel sector, and UNICEF will all be present.

At the January 2006 meeting, it is proposed that the following items be included:

- Presentation by FEDECATUR on the process of adhesion to the Code of Conduct on the part of private enterprise.
- Presentation of UNICEF on the training that was carried out and the results achieved to date.
- Description on the part of the ad-hoc Committee of the goals and contents of the regional communications campaign, the adaptations made at the national level, and the progress made in each country to date in the area of information dissemination (materials produced, distribution sites, emergent challenges, etc.), the kinds of financing occurring in each country, and the financial needs of the campaign.
- Working roundtables organised by country in order to determine the future financing of the campaign. Joint discussion of the conclusions reached in the roundtables so as to enrich national initiatives with additional regional support of the campaign on the part of ST-CCT and CCT as well as UNICEF. A mutual funding accord will be signed.
- Joint discussion in order to evaluate the results of the training efforts, existing needs and the possible ways of meeting them.

It is proposed that for the June 2006 meeting, the following points be discussed:

- Presentation of national monitoring reports on the Plan of Action. Presentation of the results of the communications campaign, progress made and challenges still facing each country, and issues with regard to financing on the part of those responsible for each country.
- Presentation of FEDECATUR on the progress and setbacks in efforts to secure adhesion to the Code of Conduct.
- Working roundtables organised according to the activities of the Plan of Action, including a table on training activities, another on subscription to the Code of Conduct, and another dedicated to the communications campaign. Discussion on aspects that have fallen behind and the creation of joint proposals to solve related problems and challenges.
- Sharing of conclusions reached in the various working roundtables.

The December 2006 meeting will have the same structure of presentations, however, it is suggested that the Ministries of Tourism be present and that a joint discussion be held in place of the smaller roundtables, where the following points can be defined:

- Starting date, funding and contents of a second stage of the communication campaign, including modifications with respect to the campaign's present stage and the need for revising strategies.
- Definition of the needs for training and co-ordination of support in order to acquire these trainings.
- Definition of future actions with the private sector.
- Signing of a commitment and second stage of the Plan of Action in order to continue with activities aimed at prevention and combating commercial sexual exploitation of children and adolescents in the travel and tourism industry.

APPENDIX 1: PLAN FOR TRAINING OF TRAINERS ON THE CODE OF CONDUCT AND THE PREVENTION OF COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS IN THE TRAVEL AND TOURISM SECTOR OF CENTRAL AMERICA

1. Preparing trainers at the regional and country level

The aim is to train professionals in the travel and tourism sector so that they may contribute to the prevention of commercial sexual exploitation of children and adolescents in their facilities.

2. Objectives

- a) To train trainers in the Code of Conduct of ECPAT International supported by the World Tourism Organization and UNICEF, and the implications of commercial sexual exploitation of children and adolescents, and ways to prevent it.
- b) To enlist the travel and tourism sector as an ally in the fight against commercial sexual exploitation of children.
- c) To develop a culture of respect for the rights of children and women among professionals of the travel and tourism sector.

3. Training recipients

Regional training

- a) Institutes or Ministries of Tourism
- b) National Chambers of Tourism
- c) Universities and tourism training schools
- d) Private sector associated with travel and tourism (hotels, restaurants, tour operators, airlines, transport agencies, taxi, train and bus companies, etc.

National training

- a) Institutes or Ministries of Tourism
- b) National Chambers of Tourism
- c) Universities and tourism training schools
- d) Private sector associated with travel and tourism (hotels, restaurants, tour operators, airlines
- e) Transportation Sector (airlines, transport agencies, taxi, train and bus companies)
- f) Ministry of Child and Family (depends upon each country)
- g) NGOs

4. Organisation and co-ordination

In accordance to the Plan of Action that is established, the UNICEF Regional Office will co-ordinate training efforts at the regional level through its country offices in conjunction with the Ministries of Tourism. Four trainers will be selected in each country, two from

the private sector and two from the public sector, who will subsequently offer courses at the national level to other trainers from public and private institutions, including universities, with the aim of multiplying the numbers of trainers and ensuring the availability of a team which can provide effective training in each national territory. This group moreover will report back about the results obtained by the course at their institutions where a written report will be prepared for presentation at periodical national meetings dedicated to monitoring the Plan of Action. The trainers will be able to be called upon in these monitoring meetings in order to brief them in person.

The selection of trainers at the regional level will be carried out during the month of August based upon the criteria specified in the Plan of Action. The training will take place in September of 2005. Immediately after the preparation of trainers at the regional level, they will offer training at the national level to other trainers that will make up the group.

Once the group of trainers is formed at the national level, the training will begin in public and private institutions in accordance with the work plan outlined by the Chambers of Tourism and the Ministries of Tourism in the regional meeting proposed for July/August. In the case of the public institutions, the Institutes or Ministries of Tourism together with state agencies of child rights protection and the universities, who in their case will define the strategies for training all personnel who are or could become in contact with the problem. For the definition of this strategy, advisory support can be requested from UNICEF Country Offices.

So that the training courses become fixed in a structural way in the public institutions and it becomes guaranteed that all personnel will receive the training even if there is a high rotation, it is suggested that this course of training becomes incorporated as a mandatory requirement for obtaining specific posts, especially those where the staff involved has direct contact or could have direct contact with the problem. Moreover, it is suggested that this training be incorporated into the curriculum of professional degrees and training schools in the field of tourism, lodging and hotel management, etc., as a guarantee that the private sector also becomes sensitised and trained at the onset of their professional practice.

5. Funding

In the case of the regional training, this will take place in a single country and transportation will be provided for the course participants and the trainers. This will be co-ordinated by the UNICEF Regional Office, with support from the Technical Secretariat of the Central American Council of Tourism (CCT).

The national training courses will be co-ordinated and supported by the UNICEF Country Offices. Nevertheless, the National Chambers of Tourism and the Institutes or Ministries of Tourism will collaborate where possible in order to lower the costs of transportation, lodging and travel expenses, etc.

6. Training materials and content

The course should offer recipients a deep and global understanding about the Code of Conduct and the problem of commercial sexual exploitation of children and adolescents. These participants will gain the knowledge necessary to subsequently offer briefer and more selective courses as appropriate to a given institution.

To that end, the training will include instruction in the rights of children, the content and implications of the Code of Conduct, the regional situation with respect to commercial sexual exploitation children and adolescents, public prevention policies and treatment programmes for exploited children, national legislation, mechanisms for filing charges and investigation, the functions of each public institution with respect to the problem, the forms of response and filing complaints as citizens, and the role and responsibilities of the tourist industry.

During the regional and national processes of preparing trainers for future training, pedagogical tools will be imparted about how to adapt the programmes to every situation according to each target group and the availability of time. The participants in the regional training will receive the basic training materials necessary to repeat the training sessions for others at the national level.

The course will also consist of activities and practical exercises in accordance with the analysis and discussion of hypothetical cases, role play, debates and thematic expositions by trainee recipients.

7. Tentative course programme

There are 8 modules in total that can be taught over the course of three days.

I. Presentation of methodology and course objectives:

Introduction – The role of tourism in Central America in the struggle against commercial sexual exploitation of children and adolescents: Background and commitments.

II. Rights of children:

A. Convention on the Rights of the Child and the Convention on the Elimination of all Forms of Discrimination against Women: Differences between children and adolescents, gender perspective.

B. International instruments for the protection of the rights of children: Concepts and implications (treaty, convention, national laws, codes of conduct, international commitments, meetings, summits), Convention on the Rights of the Child and the Optional Protocol, The Palermo Protocol, the Stockholm and Yokohama Meetings, Summits and Regional Meetings of Montevideo and San Jose, conclusions and plans of action.

C. Practical cases:

- Distributing the Convention on the Rights of the Child to all training recipients; they should create a list through brainstorming about children's rights and describe what each right consists of.
- Trainees divided into groups will receive the conclusions of various international and regional meetings concerning commercial sexual exploitation of children and adolescents. Each group should analyse them, pointing out the most relevant aspects for their work at the national level and later present these ideas in class.
- Debates about the effectiveness of international conventions and the agreed upon plans of action during the international summits and regional meetings.

III. Commercial sexual exploitation of children and adolescents in the travel and tourism industry:

A. Analysis of the phenomenon: Fundamental concepts, effects of commercial sexual exploitation of children, factors that promote and dissuade these practices, role of the travel and tourism sector, responsibility of authorities and available resources for prevention and treatment.

B. Myths and realities about commercial sexual exploitation.

IV. National legislation efforts in the area of commercial sexual exploitation of children and adolescents in Central America:

A. Presentation and comparison of legislation on criminal penalties for commercial sexual exploitation of children and adolescents in Honduras, El Salvador, Guatemala, Nicaragua, Belize, Costa Rica and Panama.

B. Practical case.

V. Code of Conduct and the role of private enterprise:

A. Code of Conduct: Background, contents, modalities of subscription and implications for the public and private sectors.

B. Practical cases:

- Training recipients will receive in groups some contractual clauses derived from the Code of Conduct so that they can prepare presentations on their meaning and explain the consequences of adherence to such clauses. Following that, they will together try to expand these clauses or determine what would be more adequate ways of complying with the objectives sought after in the Code of Conduct.

VI. Response mechanisms to the commercial sexual exploitation of children and adolescents in accordance with the Code of Conduct and international treaties:

A. Duties of each public institution: Ministries of Children and Family, Ministries of Tourism, Public Ministry, INTERPOL, specialised investigatory agencies, judicial power.

B. Mechanisms for filing complaints, anonymity and protection of complainants, protection of victims, institutional process of filing complaints and legal proceedings, prosecution of exploiters within national borders and abroad.

C. Collaboration of the transportation industry: forms of support in publicising the campaign, filing of complaints, and collaboration in investigations, key informers (travel agencies, taxi drivers, bus conductors, bus ticket sellers, tourist guides) and ways of obtaining their support.

D. Collaboration with private enterprise: kinds of support for promoting the filing of complaints and collaboration with investigations, key informers, and forms of obtaining their support, ways of responding to tourists or travellers seeking sexual services with children and adolescents.

E. Role of NGOs in the process of filing complaints, investigation, treatment for victims, advisory support, etc.

F. Role of the civil society and the citizenry: capacity for prevention and struggle against commercial sexual exploitation of children and adolescents, duty of filing complaints, collaboration with public and private institutions.

G. Practical cases:

- Groups will be formed by countries, each one of which will establish the critical way of detecting a case, filing a complaint, bringing the complaint before the Public Ministry and judicial authority, seek treatment for the victim and pursuing the possible sentencing of the victimiser. Each group must identify the participating institutions and the co-ordination between them. In the event that difficulties arise in the institutional co-ordination, it will be necessary that agreements be reached and proposals be presented on how to improve the process of co-ordination in each country. These agreements and proposals will subsequently be presented to pertinent institutions and will work at the national level with the support of UNICEF.
- All training recipients will participate at the same time. Role play will be carried out in a hypothetical case history of a tourist that solicits information in various locations about obtaining sexual services with children and adolescents. In the first place, none of the institutions or the civil society responds as it should. In a second phase, each institution responds in the way that they should according to the material previously studied. Then, an analysis will be made of the consequences of each institutional and civil society response.
- Role play will be carried out by groups in which a tour operator, a taxi driver, a hotel receptionist, etc., will have to respond to a traveller that requests information about sexual services of adolescents.

VII. *Media campaigns and experiences in some countries:*

A. Presentation about various communications campaigns in and beyond the region.

VIII. *Course summary and pedagogical aspects:*

A. Presentation of training materials and guidelines for adapting them to different audiences.

B. Presentation on time management, group management, group participation, nervous crisis management (personals who have been victims of sexual abuse or exploitation), management of adverse reactions to presentations, etc.

C. Course evaluations, clearing up doubts, suggestions, impressions, etc.

APPENDIX 2: CENTRAL AMERICAN COMMUNICATIONS CAMPAIGN PLAN FOR THE PREVENTION OF COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS IN THE TRAVEL AND TOURISM INDUSTRY

Campaign at the regional and country level:

The aim is to produce a regional communications campaign with a single, positive message for the prevention of commercial sexual exploitation of children and adolescents across all of Central America, specifically in the travel and tourism sector.

A. Objectives

- a) To inform the general public (local and foreign) that the countries of Central America promote sustainable tourism and travel that is respectful of human rights. Commercial sexual exploitation of children and adolescents does not form part of the tourist activities of these countries.
- b) To inform the general public that commercial sexual exploitation of children and adolescents is an activity that has been deplored both abroad as well as in Central America (and concretely in each particular country); and that the authorities are working to prevent the commercial sexual exploitation of children and adolescents based upon the corresponding laws of each country.³
- c) To dissuade potential exploiters from committing acts of commercial sexual exploitation of children and adolescents.

B. Targeted audiences

B.1 Primary audiences

Hotel guests (hotels, motels, guest houses, inns, etc.); restaurant, bar and discotheque clients; passengers of airlines (travellers and tourists), buses, trains, taxis and tour boats; clients of travel agencies and tour operators.

B.2 Secondary audiences

Hotel personnel (as well as motels, guest houses, inns, etc); personnel of restaurants, bars and discotheques; personnel of airlines, buses, transportation

³ Although some Central American countries have not specifically categorised the crimes associated with commercial sexual exploitation of children and adolescents, various international treaties define them as crimes and serious violations of the rights of children, obliging countries to reform their national penal codes (*The United Nations Convention against Transnational Organized Crime*, its complementary *Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children*, and the *Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography*). For this reason, in those countries where there does not yet exist a specific categorisation of these activities as crimes or if the existing legal taxonomy remains deficient, there are efforts underway to promote legislative reforms.

unions, car rental agencies, bus conductors, taxis; travel agency personnel and tour operators; public officials and the general public (national and foreign).

C. Campaign components

C1. Regional materials

The materials at the regional level of the campaign involve the design of the following:

- Ads for television, airlines and buses
- Radio ads
- Magazine ads for airlines, buses, tour operators, travel agencies
- Illuminated ads for airports
- Posters/poster ads
- Brochure ads/leaflets
- Stickers
- Model banners for internet use
- Other print media (e.g., messages on airlines tickets, etc.)
- CD or DVDs with basic elements and instructions for designing and producing materials.

The radio ads, posters and brochure ads can be adapted to the publicity materials produced at the country level.

C2. Country materials

The materials at the country level of the campaign involve the design of the following:

- Messages for inclusion in travel ticket envelopes, bus or train tickets, immigration and customs forms, brochure listings of flight or land travel schedules, etc.
- Messages for form documents used by hotels, travel agencies, Chambers of Tourism, public offices
- Acrylic displays for reception desks, client services, etc.
- Acrylic plaques for display inside rental cars and other tourist-related vehicles
- Illuminated ads for highways, bus stops and trains

Materials should be distributed in various languages, at least in Spanish and English, with consideration given to translating messages in indigenous languages when they are destined for display in communities or localities with an indigenous population.

Both for the regional as well as the country materials, the designer should develop a CD or DVD with all of the “basic elements” so that they can be reproduced. In this CD or DVD, instruction on the means to utilise the materials should be included along with recommendations on places where they should be displayed.

D. Table of target audiences and distribution points by type of materials

MATERIALS	TARGET AUDIENCES	DISTRIBUTION POINTS
<ul style="list-style-type: none"> - Ads for television, airlines and buses - Magazine ads for airlines, buses, tour operators, travel agencies - Radio Ads - Illuminated ads for airports, highways, bus stops and trains - Posters - Informational brochures on the Code of Conduct and how to file a complaint of commercial sexual exploitation - Stickers - Messages for the paper forms used by hotels, travel agencies, Chambers of Tourism, public offices - Plastic message plaques to place inside vehicles - Acrylic displays for reception areas 	<p>Travellers and Tourists General Public</p> <ul style="list-style-type: none"> - Travellers and tourists - Hotel guests - Restaurant and hotel clients - Personnel of: hotels, motels, guest houses, inns, restaurants, tour operators, charter bus companies, travel agencies, airlines, car rental agencies, bus companies, taxi companies - Public officials - General public 	<ul style="list-style-type: none"> - Central American and international airlines (mostly from Europe, Canada and US) - Television and radio, at both regional country levels - Buses and trains of the region - Tour operators and travel agencies - Airports, highways, bus stops and trains - Hotels - Restaurants, bars and discotheques - Travel agency offices, National Chambers of Tourism - Tour operator vehicles, rental cars - Airports, bus stops and train stations - Taxis, trains and buses - Government offices - NGO offices and project areas
<ul style="list-style-type: none"> - Messages for inclusion in travel ticket envelopes, bus or train tickets, immigration and customs forms, brochures that list flight or land travel schedules 	<p>Travellers and tourists</p>	<ul style="list-style-type: none"> - Airlines, travel agencies, buses, customs and immigration offices
<p>Banners</p>	<p>Travellers and tourists General Public</p>	<ul style="list-style-type: none"> - Websites of the Chambers of Tourism, Institutes of Tourism, travel agencies, airlines, hotels and tour operators - Websites of government offices that work directly around the issue or with children (police, specialised prosecutors, Ministries of Children and Social Welfare, etc.)

		- NGO websites that work in the fight against commercial sexual exploitation of children and adolescents.
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E. Contents of the campaign – messages

This is a **prevention** campaign for acts of commercial sexual exploitation of children and adolescents in the area of travel and tourism that seeks to give a **positive message**. For that reason, its messages are oriented in a positive manner. The impact that it can produce in the community and among children and adolescents themselves will be an indirect one, since in principle, the message is not directed to those segments but rather to travellers and tourists that are visiting Central America and a given country within. The campaign also includes those who work with or are in some way related to the travel and tourism industry.

Presented in the following are a series of assumptions that some travellers and tourists might have and that this campaign is designed to dissuade:

- Commercial sexual exploitation of children and adolescents is one of the tourist attractions of this country.
- Commercial sexual exploitation of children and adolescents is a form of entertainment.
- Commercial sexual exploitation is not harmful to children and adolescents.
- Commercial sexual exploitation does not violate the fundamental rights of children and adolescents.
- There are no effective laws in this country for the protection of children.
- Commercial sexual exploitation of children and adolescents is not a crime.
- The authorities can be corrupted.
- If I return to my country, there will be no way to follow or prosecute me.
- If I do it, nothing will happen.
- Commercial sexual exploitation of children and adolescents is something culturally acceptable in this country.
- By engaging in these activities, I am actually helping out a family in an economic way.

To this end, the campaign seeks to indicate in a convincing and positive manner that in Central America, the rights of children are protected by laws and responsible authorities. That commercial sexual exploitation of children and adolescents is not part of the tourist attractions of this country, but rather a crime that is policed and prosecuted both here and abroad. At the country level, moreover, the campaign seeks to promote the filing of complaints and how to bring them forth in an anonymous manner.

Campaign designers should take into account the conclusions of the study on masculinity that was carried out by the ILO-IPEC⁴, namely:

⁴ "Explotación sexual comercial y masculinidad. Un estudio regional cualitativo con hombres de la población general" [*Commercial Sexual Exploitation and Masculinity: A Regional Qualitative Study of Men from the General Population*], José Manuel Salas Calvo and Álvaro Campos Guadamuz. ILO-IPEC, Instituto Costarricense para la Acción, Educación e Investigación de la Masculinidad, Pareja y Sexualidad. San Jose, Costa Rica, 2004.

- To make the message bluntly convincing without any margin of flexibility for interpretation.
- To utilise easily understandable and digestible concepts for the potential population of exploiters (the terms “commercial sexual exploitation” and “human rights” are not easily identified or assimilated by the general population).
- To emphasise that a person under the age of 18 continues being a child, independent of their physical attributes. The goal is to communicate that whenever a person is under 18 years of age, the act will be prosecuted independently of his/her consent.

The term “sexual tourism” should not be used in the campaign, so as to separate the commercial sexual exploitation of children and adolescents from tourism, so that the practice of exploitation not become considered a type of tourist activity but rather as a criminal act in which the travel and tourism company is utilised as a means of committing the crime. The omission of this term has been explicitly requested by private enterprise in accordance with the perception of Central American governments, civil society organisations and international agencies.

It is important that the campaign does not create the impression that the commercial sexual exploitation of children and adolescents is something generalised throughout the region and that there exists a huge supply of sexual services. This type of message, harmful to the tourist industry, can confuse travellers about the cultural characteristics and worthy tourist sites that make up the industry of the country they visit. **The message should be preventive because Central America does not want to become transformed into a tourist destination associated with that type of exploitation.**

It is also important to take into account that in some of the countries of Central America, these specific actions are not yet legally codified in criminal law, making it useful to avoid mentioning the word “crime” so as to avoid confusing the population who is potentially willing to file complaints. It is instead necessary to emphasise the fact that the authorities are prepared to prosecute these acts and that in some way they will seek to prosecute and convict the delinquent under other provisions of the existing penal laws. **The targeted audience of the campaign does not need to learn about penal law taxonomy, since it is sufficient to know that the acts are deplored and prosecuted in an effective manner, and can lead to the incarceration of offenders. They also need to know that the authorities are not working alone:**

- The private sector and public institutions are committed in the fight against commercial sexual exploitation of children and adolescents and to that end have subscribed to and are acting in accordance with the Code of Conduct of ECPAT International, supported by the World Tourism Organization and UNICEF.
- The commercial sexual exploitation of children and adolescents constitutes a crime that is prosecuted in Central America as well as around the world.

In the branding of the campaign, it could be considered using the logo already designed at the international level (small suitcase symbol) so as avoid creating an excessive number of images and logos that might confuse the target audience. It is also important to take into account that alongside of the campaign logo, other institutional logos will be included (“Central America, so small... yet so big”, UNICEF, Italian Co-operation, etc.) In the case of Costa Rica and other countries where there is a campaign currently underway, the logo of their own campaign could also be included.

F. Strategic plan for design, production and distribution

In accordance with the Plan of Action, UNICEF will sponsor the selection of a publicity agency from among three proposed candidates in creating the regional communications campaign. Each one of the three agencies will create a campaign proposal that will be first presented to an ad-hoc Committee made up of representatives from the public and private tourism sector of the region, representatives of the Central American Marketing Committee (COMECATUR), FEDECATUR and UNICEF, and subsequently in a regional meeting co-ordinated by the ST-CCT, with the presence of the Ministers of Tourism, scheduled for the month of August.

The regional communications campaign will establish the bases for the design of the national campaigns. These bases will be made up of the messages, images and designs for materials of the campaign that will require only minor informational adaptations by each country or institution. In this way, the national campaign agents should accommodate to the scheme designed at the regional level in such a way that the campaign within each country can be readily identified as part of the same campaign.

The regional designer will not have to make such modifications for the individual countries but should anticipate that the campaign being designed should prove to be easily adapted by each country. To that end, the regional designer should create a CD or DVD with information that is sufficient for reproducing and adapting the materials and the kinds of locations where they should be displayed.

It is probable that the hotel industry desires to include the logo from the campaign or a campaign phrase in its paper forms used in everyday transactions. For that, they will be consulting the CD or DVD created by the designer, and can be facilitated by the National Chamber of Tourism who will be assigned as a focal point as well as the Institutes of Tourism, who will also provide advisory support on how to best utilise the tools of the campaign in other businesses or public institutions, as well as to supervise the operation of the campaign to ensure it adheres to the established standards.

In the working plan jointly defined by the National Chambers of Tourism and the Institutes of Tourism in the regional meeting proposed for July/August of 2005, it is proposed that the strategy be included for ensuring the distribution of materials to private enterprises and public institutions as well as the promotion of the campaign following its public launch. It is recommended that the campaign be supported with public relations activities and publicity, especially during the launching period.

So as to be able to begin the campaign, the National Chambers of Tourism and the Institutes of Tourism should also be able to collaborate in the reproduction of materials, in addition to the specific contributions that they can make in reducing costs through the utilisation of their own publicity channels. In January of 2006, a regional meeting is proposed so that the financing of the campaign for that year can be determined.

G. Basic information for the designer

Three publicity agencies should create distinct proposals for analysis, discussion and a streamlined selection process of the best proposal. The three proposals should be designed in accordance with the concepts put forward in this plan.

For this design, the following basic information should be taken into account:

1. CD entitled “Code of Conduct for the protection of children from sexual exploitation in travel and tourism industry” (WTO).
2. Video, brochures and materials from other campaigns such as in Brazil, Spain, United States, Canada, Costa Rica and the Dominican Republic, among others.
3. Web pages related to the theme where documents containing relevant information about the issue and how to confront it and how to best orient communications strategies can be found:
 - a. www.thecode.org,
 - b. http://www.world-tourism.org/protect_children/index.htm
 - c. http://www.ecpat.net/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp
 - d. www.ecpat-france.org,
4. Indicators extracted by UNICEF with basic information about the state of the situation according to existing studies and databases.
5. General information about the commercial sexual exploitation of children and adolescents in Central America along with its consequences for victims and the international and regional commitments to combat it.
6. “Commercial Sexual Exploitation and Masculinity: A Regional Qualitative Study of Men from the General Population”⁵, José Manuel Salas Calvo and Álvaro Campos Guadamuz. ILO/IPEC, Instituto Costarricense para la Acción, Educación e Investigación de la Masculinidad, Pareja y Sexualidad. San Jose, Costa Rica, 2004.
7. “Declaration on the Prevention of Sexual Exploitation in Tourism in Central America and the Dominican Republic”, signed in El Salvador on 20 October 2004 and the Central American Plan of Action for the Prevention of Commercial Sexual Exploitation of Children and Adolescents in the Travel and Tourism Sector, 2005-2006.

It would also be desirable for the publicist to take into account the campaigns developed in Europe, United States and Canada from where the greatest percentage of foreign demand originates, with the aim of displaying a certain coherence in relation to those campaigns. In this manner, the foreign traveller or tourist will come across messages at their destination that resonate with those seen previously in their own country and will also understand that the activities involved are prohibited and prosecuted all around the world.

⁵ For the original title, see footnote 2.

APPENDIX 3: SUGGESTIONS OF THE CENTRAL AMERICAN COUNTRIES FOR THE TRAINING OF POLICE AND THE PUBLIC MINISTRY

All of the involved countries surveyed needs and gathered suggestions on the part of the police, public ministries and prosecutors, as well as from other governmental and non-governmental levels, concerning the need for training. The following is a list of what resulted:

1. Both police forces and the prosecutors have received little or no training on the problem.
2. It is indispensable to impart a gender perspective and a child rights approach to the police and public security apparatuses in general.
3. Investigation mechanisms are largely unknown as are the new categories of criminal activity related to this problem.
4. There is a critical deficit regarding the adequate technical means to prosecute these types of crimes.
5. Training and consciousness raising is needed for learning about how to avoid re-victimisation.
6. Training is needed on how to utilise means of investigation that does not depend exclusively upon victims and their declarations.
7. There is a conscious awareness of the phenomenon but a lack of training in the means to combat it.
8. There exists a great lack of co-ordination with the remaining public levels of victim treatment, channelling of complaints, etc. There is a need for national co-ordination agreements and more precise definitions of public responsibilities.
9. Awareness raising campaigns with community participation designed for prevention and combating the problem is needed and people must be made more aware of the means of filing complaints and collaborating with authorities in prosecuting the crime.
10. There is a need for additional legislative work so as to achieve a more adequate classification of these criminal activities.