



local representative of The Code.org
The Tourism Child Protection Code of Conduct



INFORMATION SHEET THE TOURISM CHILD PROTECTION CODE OF CONDUCT www.thecode.org

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Introduction to The Code

The Tourism Child Protection Code of Conduct ("the Code") is an instrument of self-regulation and corporate social responsibility, which provides increased protection to children from sexual exploitation in travel and tourism.

The Code requires commitment from all levels of the signatory company's business.

Almost 1000 companies have already signed the Code of Conduct across the globe.

The initiative, which started as a project of ECPAT International¹, has been endorsed by the United Nations-World Tourism Organization (UN-WTO) and many national governments.

One of the main ECPAT activities is to support the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

Fair Trade in Tourism South Africa (FTTSA) is the official Local Code Representative (LCR) for South Africa and has been mandated by local stakeholders including the national departments of Social Development and Tourism, to drive Code implementation in South Africa. The FTTSA Executive Director, Jennifer Seif, is an elected member of the international board of directors of the Code International.

We hope you will join us in protecting our children in South Africa and become a signatory to this worldwide campaign.

For further information please refer to www.thecode.org or

Contact: The LCR, FTTSA c/o thecode@fairtourismsa.org.za

The South African Context

Tourism growth, especially rapid growth, may impact negatively on destinations measured in social, environmental and economic terms. One such negative impact is the commercial sexual exploitation of children (CSEC) - commonly referred to as - child sex tourism (CST), which is defined as "the commercial sexual exploitation of children by men or women who travel from one place to another, usually from a richer country to one that is less developed and there engage in sexual acts with children.

While CST is not strongly associated with South Africa as a tourist destination, high poverty levels and growing inequality since 1994 suggest that tens of thousands of children are at risk of sexual and other forms of exploitation. Domestic as well as foreign tourists may knowingly or unknowingly become involved in child exploitation, for example by transacting sex with an underage sex worker or buying goods from a trader exploiting child labour.

The Tourism Industry's role

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code) developed as a Corporate Responsibility tool for tourism businesses and is an industry-driven, multi-stakeholder initiative which seeks to increase protection of children from sex tourism.

Tourism businesses - tour operators, hotels, travel agents, etc. that choose to sign the Code commit themselves to implement in their operations the following measures:

1. To establish an ethical corporate policy regarding sexual exploitation of children.
2. To train the personnel in the country of origin and in destinations.
3. To introduce clauses in contracts with suppliers, stating a common repudiation of sexual exploitation of children.
4. To provide information to travellers (eg: by means of catalogues, info cards, brochures, in flight videos, ticket slips, home pages, etc) .
5. To provide information to local "key persons" at tourism destinations.
6. To report annually.

ECPAT End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes' is a global network of organizations ensuring that children everywhere enjoy their fundamental rights free and secure from all forms of commercial sexual exploitation. In 1990, researchers at a tourism consultation in Thailand first exposed the degree to which child prostitution was increasing in many Asian countries which led to ECPAT establishment as a campaign. The ECPAT network now consists of more than 80 members in over 75 countries working to end Commercial Sexual Exploitation of Children. www.ecpat.net.

How to become a Code signatory

The following steps are required for adoption and implementation of the Code by a South African signatory company:

- Information – Can be obtained from the LCR this information sheet and information on the www.thecode.org or by emailing thecode@fairtourismza.org.za / www.fairtourismza.org.za/thecode
Background information can be found on www.ecpat.net
- Application – an Application Form is provided to interested companies by LCR FTTSA or via email and the weblink above
- Action Plan – an Action Plan for implementation of the Code will be prepared by the company, in consultation with and with the advice of the LCR FTTSA.

Both the application and action plan will be submitted by the LCR to The Code Secretariat in New York.

- Signing – upon approval of the Action Plan by the Code International, the Code Agreement may be signed between the company, the LCR and the Code International Payment of a nominal membership fee: 50 Euro for small companies and 300 Euro for medium size enterprises and 800 Euro for large companies with higher revenues (20% reverts back to the LCR).
- Monitoring – Annual Reports on the implementation are expected to be sent by all signatory companies to the LCR and the Code International.

Local Code Representative LCR

As Local CODE Representative (LCR), Fair Trade in Tourism South Africa (FTTSA), South Africa's leading responsible tourism development NGO, in partnership with South African Tourism (and endorsement from the National Department of Tourism), Tourism Business Council of South Africa, UNICEF, ILO and Childline South Africa will launch the Code in May 2010.

Initial signatories (at least 10 leading tourism and travel companies) will be showcased at a press event in early June, linked to a wider national campaign to protect children during the FIFA 2010 event. Saatchi & Saatchi (UNICEF framework partner) has produced high impact PR material consisting of flyers and posters that Code signatories may use to signify commitment to the Code and to the broader issue of child protection. Campaign collateral is available free of charge to Code signatories during May-July 2010. (please contact us via email should you wish to view these materials).

As LCR for South Africa, FTTSA will assist signatory companies with the application process, which includes completion of an application form (submitted to the Code International), creation of an action plan and establishing an adapted training programme in the company. Accor Hospitality Southern Africa (global Code signatory) has generously made its own, internal training materials available to FTTSA, so that these may be adapted for use by fellow signatories in South Africa. FTTSA also plans to launch e-learning materials and resources by August 2010.

LCR Contact Info



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We protect children from sex tourism.