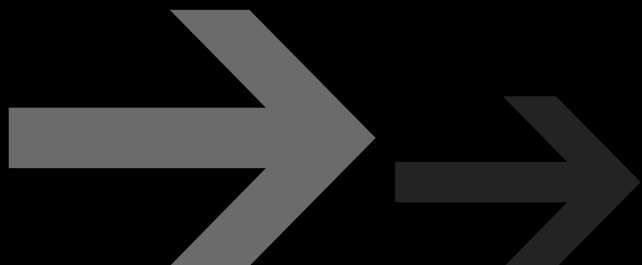


Lessons Learned and Good Practices

*on Working with the Private Sector to Combat Child Sex Tourism
and Trafficking for Sexual Exploitation*

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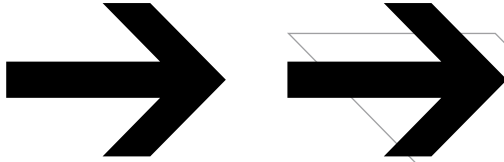
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TABLE OF CONTENTS



3

LESSONS LEARNED AND GOOD PRACTICES ON WORKING WITH THE PRIVATE SECTOR TO COMBAT CHILD SEX TOURISM AND TRAFFICKING FOR SEXUAL EXPLOITATION:

Lessons Learned and Good Practices on Working with the Private Sector to Combat Child Sex Tourism and Trafficking for Sexual Exploitation	6
Cod of Conduct	5
Lesson Learned: Breaking down stereotypes and negative perceptions.	8
Lesson Learned: Issue-based Expertise Support for the Private Sector.	11
Lesson Learned: Creative awareness raising and campaigning to increase outreach and impact	13

CONCLUSION.	15
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Lessons Learned and Good Practices on Working with the Private Sector to Combat Child Sex Tourism and Trafficking for Sexual Exploitation

In general, initiatives to combat child sex tourism (CST) and child trafficking for sexual exploitation in the past rarely included the active engagement of the private sector in the process of planning and implementation. Collaborations between civil society organisations and the private sector were largely limited to the provision of financial support. Yet, there is much more that the private sector can and is willing to do. With Corporate Social Responsibility¹ (CSR) having gone mainstream, as documented in a recent survey conducted by the *Economist*, in which global executives set corporate responsibility as a high priority,² it is a welcome sign that the private sector is proactively interested in being socially responsible and doing good. ECPAT International strongly believes that the private sector has a critical role to play in the success of anti-child sex tourism and anti-child trafficking programmes, particularly when working in partnership with non-governmental organisations (NGOs).

4

ECPAT International has noted a number of good practices and lessons learned over the years in its work with the tourism industry to combat commercial sexual exploitation of children (CSEC), especially child sex tourism and child trafficking since the early 1990s. Many of these good practices have been the result of the *Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism* (Code of Conduct), a corporate responsibility tool supported by ECPAT and implemented by signatory companies from the tourism industry. These lessons learned are being applied to other initiatives and innovative corporate sector partnerships. This paper will provide a brief background on the Code of Conduct as well as present four key lessons learned from good practices of the ECPAT network, working in collaboration with various private sector partners.

¹ Often referred to as corporate responsibility (CR) by the tourism industry

² Franklin, Daniel. Special Report on CSR: CSR Goes Global. *The Economist*, January 17, 2008. Accessed at: http://www.economist.com/specialreports/displaystory.cfm?story_id=10491077

Code of Conduct



Since the ECPAT network was formed nearly two decades ago as a campaign to end child prostitution in tourism, it has actively sought to collaborate with the private sector within the tourism industry and has created successful partnerships. One such collaboration with the tourism private sector has been the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (the Code of Conduct),³ a corporate responsibility tool that comprises six criteria which companies must follow once they become members.⁴ Although an instrument of self-regulation, the Code of Conduct is regarded as one of the world's major tools for combating child sex tourism led by the tourism private sector.⁵ Since the Code of Conduct was implemented in 1998, the tourism private sector has responded positively, engaging in all levels of the Code of Conduct and its implementation. Currently, there are over 600 companies in 26 countries that have implemented the Code of Conduct. It is estimated that approximately 30 million tourists are reached through the member companies of the Code of Conduct each year.⁶ The Code is currently supported by the United Nations Children's Fund (UNICEF), the United Nations World Tourism Organization (UNWTO) and the ECPAT network. The Code of Conduct as an initiative has produced many lessons learned and good practices, especially in regard to private sector ownership and engagement in protecting children from sexual exploitation.

5

Ms. Nicole Stejskal, Manager of Corporate Sustainability at Hotelplan, a Swiss Tour Operator Company, explains why the company signed up to the Code of Conduct: "Hotelplan was the first Swiss Tour Operator to sign the Code of Conduct in November 2003. The company recognised the need to protect children at critical destinations. It's the responsibility of a tour operator to sensitise its clients who travel to a critical destination about this issue and inform them about how to react and whom to inform if they see suspicious things during their holidays."

³ For more information about the Code of Conduct, please visit www.thecode.org

⁴ The criteria of the Code of Conduct are: 1. To establish an ethical policy against commercial sexual exploitation of children (CSEC) 2. To train company personnel on the issue 3. Have a clause in contracts with partners stating a common repudiation of CSEC 4. To provide information to travellers via brochures etc. 5. To provide information to key local persons, agencies, law enforcement 6. To report annually.

⁵ The Code of Conduct is led by the multi-stakeholder Steering Committee and the Executive Committee. Currently, the Steering Committee has thirteen representatives out of fourteen possible seats (the travel agency seat is currently vacant) representing six tourism companies/industry members (TOI, Kuoni Scandinavia, Accor Hotels, Sol Melia, DRV Germany and SKAL International), two governments (UNWTO and SECO Switzerland), one funding body agency (Japan Committee for UNICEF), three NGO seats (ECPAT International, Paniamor Costa Rica and FTSA South Africa) and one independent seat (Mr. Kaspar Hess). Additionally, the current five-seat Executive Committee is represented by TOI (Ms. Fausta Borsani of KUONI as Chair), Kuoni Scandinavia, Accor, ECPAT International and Paniamor Costa Rica.

⁶ Data from the Code of Conduct Secretariat, 2007.

Lesson Learned: Leadership vision results in policy and structural commitment and institutional mainstreaming by the private sector

6

Perhaps one of the most significant lessons learned was the need for the private sector to have a solid sense of ownership and active engagement at key levels with the initiative. As noted earlier, companies in the past mainly participated in corporate philanthropy, which reflects only a small aspect of corporate social responsibility. In addition to corporate social responsibility, the tourism private sector must also consider responsible tourism. The experiences and impact of initiatives such as the Code have clearly illustrated that to date, it serves a company's best interest to protect its reputation and brand name, attract investors, increase profit and respond to public concerns and interests. The danger of being labelled "an irresponsible company, which endangers children" can potentially be a disaster for companies. Thus, companies are increasingly striving to make an effort to be more responsible, become more involved and take interest in partnerships with various organisations, especially NGOs. True ownership of an initiative entails commitment by companies at all levels. At a minimum, a sincere commitment should entail the creation of a company policy, designation of staff to implement work, full support from management, training of all staff and provision of an adequate support budget.

The Code of Conduct initiative has succeeded particularly because of the dedicated sense of ownership and dynamic engagement by member tourism companies. A unique characteristic of the Code of Conduct is that it was designed to be an initiative led by the tourism companies and a tool for the industry to benefit from multi-stakeholder partnerships.

Since its development ten years ago, representatives from the tourism industry have actively led in its creation, development and growth. For instance, Scandinavian tour operators worked with ECPAT Sweden to create appropriate and meaningful criteria for the Code of Conduct, providing input from the viewpoint of the tourism private sector. The result was the six criteria, designed to ensure that companies can illustrate their commitment by implementing these practical requirements to ensure protection of children from commercial sexual exploitation.

In addition, companies on the previous Executive Committee of the Code of Conduct⁷, addressed "growth" challenges and limitations of the Code Secretariat.

⁷ Companies on the previous Code Executive Committee were: Hotelplan Switzerland, German Association of Tour Operators and Travel Agents (DRV), and Kuoni Scandinavia.

For example, in recent years, membership had rapidly expanded to over 600 companies, while the Code Secretariat still consisted of only one full-time staff member. Other challenges included ensuring monitoring and evaluation, the need to expand within the tourism industry and for the Code to become financially self-sufficient. The company representatives on the Executive Committee contributed greatly to the Code's new direction and future by providing crucial inputs for a new strategy: the restructuring and expansion of the Code Secretariat; tougher guidelines for monitoring and evaluation; adaptation of Code criteria to various sectors of the tourism industry; and proposal for the collection of a membership fee⁸. The result has been a dynamic, new Code of Conduct Strategy which allows it to operate globally as a comprehensive prevention tool, achieving the most efficient, effective and sustainable implementation by various types of signatory companies.

Fausta Borsani, current Chair of the Code, Kuoni Holding, representing TOI, best summarised the key motivation of companies to engage with the Code: "If there is a case of child sex tourism in one of the hotels Kuoni offers to clients, the company must show that it has done its utmost to prevent it. Also, we as a company take seriously the negative impacts of tourism because in minimising them and enhancing the positive outcomes, we seek to a future continuous "licence to operate" in the various countries. We are a part of the Code of Conduct to show our commitment to the issue: protecting children from commercial sexual exploitation is part of the fight for human rights."

7

The Code experience has led to a similar initiative of industry-led corporate social responsibility aimed at encouraging companies towards institutional ownership and commitment by attaining internationally agreed standards, such as ISO, which is an internationally recognised standard of operation for businesses, government and society headed by the International Organisation for Standardization⁹. Millions of companies around the world sign up to one of the many ISO standards covering a wide range of subjects. ECPAT Sweden has begun to work on ISO 26000 for social responsibility, highlighting human rights and child rights, with sexual exploitation of children under this umbrella. In section "6.3.6.2 Related actions and/or expectations", paragraph d, the ISO 26000 draft calls for abiding

⁸ Thus far, companies that are members of the Code of Conduct are not obligated to contribute towards the Code Secretariat; only to cover basic expenses for implementing the six criteria, if there are any (training workshops and information material production etc.)

⁹ More information on ISO can be found at: <http://www.iso.org/iso/home.htm>

by the *UN Convention on the Rights of the Child* and the principle of the best interest of the child¹⁰. This ISO initiative is a channel that may successfully reach new potential companies in all business sectors, creating institutional ownership and commitments for ensuring children's rights and against the commercial sexual exploitation of children. As the issue of commercial sexual exploitation of children involves numerous stakeholders, the initiatives must also include the active participation of all relevant key actors.

Lesson Learned: Breaking down stereotypes and negative perceptions

8

While NGOs and the private sector have collaborated in the past, the relationship and history between the two groups has not always been clear-cut. A stereotypical image of NGOs from the private sector's point of view is, "an ever-expanding army of non-governmental organisations (NGOs) stands ready to do battle with multinational companies at the slightest sign of misbehaviour"¹¹, clearly depicting NGOs as overly aggressive watchdogs, ready to cause trouble. Meanwhile, a negative stereotype existing for some of the private sector is of irresponsible, profit-making entities, out to do business at whatever the cost, neglecting society and the environment. Fortunately, these stereotypes have faded considerably as new and stronger partnerships between NGOs and the private sector have formed at various levels.

In order to build a solid working relationship between NGOs and the private sector, experience shows the following key elements must be adhered to: define and agree on the partnership, responsibilities and goals; establish good communication flow; and most importantly, commit honestly to the partnership. Another essential component is to have a "win-win" relationship, where both parties are able to satisfy their interests and goals through the partnership. By working together, NGOs and the private sector can share experiences and learn from each other and, through the relationship, even improve their performance. However, in reality, not all of these elements are always applied or put into practice, especially when it often takes time and energy to overcome these challenges and build a working relationship. There are three good practices involved in this lesson learned from ECPAT/STOP Japan, ECPAT Foundation Thailand and Six Senses (a spa and resort group based in southeast Asia).

¹⁰ Working Draft of ISO 26000WD4.2. June 2008.

¹¹ Franklin, Daniel. Special Report on CSR: CSR Goes Global. *The Economist*, January 17, 2008. Accessed at: http://www.economist.com/specialreports/displaystory.cfm?story_id=10491077

Japan produces millions of outbound tourists each year, including child sex tourists, thus making it a sending country. When ECPAT/STOP Japan first addressed the issue of CSEC in travel and tourism, Japanese tourism companies were reluctant to get involved. They did not understand the issue, their connection to the issue as industry professionals, or what they could do to help fight CSEC in travel and tourism. There was also a sense of “mistrust” on the part of the companies towards NGOs, fearing that they might be the next target as well as an over-riding fear that talk of the issue of child sex tourists would offend the sensitivities of potential clients. However, since 2005, the relationship between the Japanese tourism companies and ECPAT/STOP Japan has solidified immensely. During this period, ECPAT/STOP Japan and the Japan Committee for UNICEF raised awareness on the issue of CSEC among the Japanese tourism companies and actively worked towards building relationships with representatives from the companies. As a result, several companies have increased their understanding of commercial sexual exploitation (including the realisation that they are not the cause of the problem but are in a position to protect children) and reaffirmed their commitment to the Code of Conduct while continuing to work with ECPAT/STOP Japan. This is illustrated through the creation of the Promotion Committee 9 for the Code of Conduct, comprising representatives from tourism companies, ECPAT/STOP Japan and the Japan Committee for UNICEF. Members regularly meet to establish responsibilities and set goals for the Committee: for example, the Committee recently supported a film showing to raise awareness on the issue of child trafficking to the general public. In addition, the Committee decided to approach the Overseas Hotel Executive Association and the Association of National Tourist Office Representatives to conduct general awareness raising on CSEC in the upcoming year.¹²

In the process of building understanding and trust, tourism associations have been used as an intermediary group between the tourism private sector and NGOs. A case study from the ECPAT Foundation in Thailand shows a similar experience. In Chiang Rai (a popular tourist destination in the north of the country), there is a clear reluctance by the local tourism industry to discuss the issue of CSEC due to the sensitivity of the subject and for fear of losing tourists. Thus, the ECPAT Foundation approached the Chiang Rai Tourism Association for assistance and proposed a workshop to raise awareness within the Chiang Rai tourism industry. By conducting a workshop with the Tourism Association, the tourism business members were more easily encouraged to attend and learn about the issue and about what they can do. At the start of the workshop, many participants questioned the relevance of the workshop and did not understand how it linked to the tourism

¹² ECPAT/STOP Japan. June 2008.

private sector. The ECPAT Foundation explained the issue of commercial sexual exploitation of children and its context in Chiang Rai, the Code of Conduct and what the tourism private sector can do to protect children. By the end of the workshop, participants' feedback indicated a change in behaviour and attitude towards the issue of commercial sexual exploitation. Moreover, the head of the Chiang Rai Tourism Association, expressed strong commitment to support additional workshops and to encourage the tourism business to protect children from sexual exploitation. The support and assistance from the Chiang Rai Tourism Association, acting as an intermediary group between the ECPAT Foundation and the local tourism companies, greatly contributed to the workshop's success and the number of companies committed to becoming Code of Conduct signatories.

10

As illustrated in the case studies described above, the tourism private sector often has an initial negative perception towards combating commercial sexual exploitation of children. However, there are some companies, such as Six Senses,¹³ a spa and resort group, that are addressing this misconception. Two Six Senses properties in Thailand, Evason Phuket and Hideaway Yao Noi, are recent signatories to the Code of Conduct and have begun implementing it at both the resorts with the support of ECPAT. Six Senses' position is that tourists will not be deterred or offended by the company's stance against CSEC. Since the protection of children is an important priority for Six Senses, the company believes that the guests are able to recognise the company's commitment to preventing CSEC¹⁴ and also that their clients and guests are supportive of their stance. A study that supports Six Senses' viewpoint showed that European tourists indicated that 54 per cent of the European Union (EU) population would not go on a holiday to a destination known for CST.¹⁵ It is an encouraging trend that companies can be supported to confront negative perceptions, embrace responsible tourism and see the benefits of child protection policies. As responsible tourism, corporate social responsibility and public demand for accountability increases, it is hoped that this trend can become a tourism industry standard.

¹³ More information on Six Senses' Company and their commitment to responsible tourism can be accessed at: <http://www.sixsenses.com/>

¹⁴ Interview with Mr. Arnfinn Oines of Six Senses' Evason Phuket, July 21, 2008.

¹⁵ INRA Europe. "Europeans and Their Attitudes on Child Sex Tourism." July 1998.

Lesson Learned: Issue-based Expertise Support for the Private Sector

Commercial sexual exploitation of children is a complex social issue that is often misconstrued due to its nature and multiple manifestations: prostitution of children, child sex tourism, child trafficking for sexual purposes and child pornography. Different from child sexual abuse, a child victim of CSEC is exploited sexually with the intention of commercial gain, either for money or an exchange of goods. CSEC is also a gross violation of children's rights and a crime, usually involving multiple actors and possibly organised crime. As with sexual abuse, commercial sexual exploitation is often regarded as a "taboo" subject, often underreported and varying in characteristics according to geographical location.¹⁶ Although CST is the main concern for the tourism industry, ECPAT research has shown that in tourist destinations, other manifestations of CSEC, such as child trafficking and pornography, are also linked. Commitment to combating CSEC also requires a commitment to learn about other issues.

11

As most private sector companies have limited knowledge, exposure or experience on this issue, NGOs and other partner organisations should step in to provide the required support to ensure a sufficient understanding of the issue, the consequences towards children and what action can be taken. The tourism private sector must be appropriately sensitised on their responsibilities as tourism professionals and on how they can combat CSEC. In ECPAT's experience, this challenge can easily be overcome through the delivery of sensitisation presentations, workshops or trainings that are tailored to the specific needs of the private sector partner.

In Costa Rica, the trafficking of girls into tourist areas for commercial sexual exploitation is a serious problem, and though campaigns on trafficking have been conducted, they did not reach the at-risk and vulnerable girls. Thus, Fundacion Paniamor (the ECPAT group in the country) planned to create a new campaign specifically targeted at these girls and identified an advertising company experienced in social communication for the production of the campaign. However, after initial meetings, it became clear that the staff of the advertising company had limited knowledge about children's rights and child trafficking. Paniamor conducted training sessions for the advertising experts before the initial work on the campaign's design, which resulted in a highly successful campaign that became popular among the targeted group of teenage girls. Instead of

¹⁶ For instance, important details of how children are trafficked for sexual purposes are different, depending on where the crime takes place. A girl teenager in the Ukraine is often lured by modelling prospects while in India a girl can be a victim of trafficking due to a forced marriage.

focusing on negative ideas associated with trafficking (portrayal of girls as victims, etc.), the campaign utilised the concept of peer role models by featuring teenage girls in the advertisements and portraying teenagers' points of view on the issue. It also emphasised a positive message to empower girls, encouraging them to take control and protect themselves. After the training conducted by Paniamor, the staff of the company became particularly interested in the issue of child trafficking for sexual exploitation and are now planning to produce documentaries for both television and radio on the issue.¹⁷

12

A similar good practice comes from the joint work between Accor Hotels and ECPAT. In 2001, ECPAT International approached Accor Asia for a joint initiative against CST. A big supporter of responsible tourism, Accor Asia accepted the invitation and has since partnered with ECPAT on various projects to combat CSEC in travel and tourism. Based on this shared interest of responsible tourism, this partnership is now in its seventh year and is considered by both sides to be a success by achieving its targeted objectives. Accor's interest in this partnership is to support its aim in being a responsible tourism company. On its website, Accor's policy is displayed: "In the framework of its sustainable development policy, Accor, as a responsible key actor of the tourism industry, commits to help fighting child sex tourism."¹⁸ In addition, Accor has officially become a member of the Code of Conduct, signing on behalf of all their properties worldwide.¹⁹

Since 2002, in the first nine countries²⁰ to implement the Code of Conduct, more than 6,000 Accor employees have been trained on how to detect situations of CSEC, protect children and report cases to local authorities. The ECPAT network assisted Accor in these trainings by providing Training of Trainers to Accor's corporate trainers. In addition, information materials have been produced, distributed or put on display for the hotel guests in all rooms. By strengthening the understanding of the private sector on the issue and building awareness among the community, a change in behaviour in terms of more actively protecting children is steadily achieved. NGOs and organisations can greatly assist the private sector in this regard by sharing their particular expertise.

¹⁷ Altamura, Alessia. *Distilling Elements of Good Practice: The Action Programme against Trafficking in Minors for Sexual Purposes*. ECPAT International. Bangkok. 2007.

¹⁸ Accor's website page on their sustainable tourism policy; accessed May 2008: http://www.accor.com/gb/groupe/dev_durable/tourisme.asp

¹⁹ Accor is slowly rolling out its Code implementation, currently in the following countries: Brazil, Argentina, Chile, Colombia, Ecuador, Peru, Uruguay, Mexico, Cambodia, Indonesia, Laos, Thailand, Vietnam, the Philippines, Dominican Republic, Romania, Switzerland, and France. Countries in Africa will soon also be included.

²⁰ The nine countries are Cambodia, French Guyana, Indonesia, Laos, Mexico, Dominican Republic, Romania, Singapore, Thailand and Vietnam.

Lesson Learned: Creative awareness raising and campaigning to increase outreach and impact

NGOs and the private sector must continue to collaborate in order to construct creative initiatives to combat CSEC. As an issue, CSEC is not static, it is greatly influenced by society, technology and organised criminal networks and thus is constantly changing. For example, in the case of CST, the vulnerability of children increases (ie their exposure to child sex tourists) with advances in mass transportation, tourism infrastructure and mobile communication, especially if there is a lack of protective mechanisms for children in tourism development. It must be acknowledged that child sex tourists and paedophiles are part of the tourist arrivals and are travelling to destinations where there are weak law enforcement and child protection mechanisms and where children are made even more vulnerable by factors such as poverty. In order to combat this complex issue, stakeholders must work together effectively to create new initiatives that have a wide impact to keep up with the challenges of fighting sexual exploitation of children, and to raise awareness and reach those at the frontline: the tourists and the general public. Two good practices from ECPAT Sweden and Child Wise, in collaboration with Grey Worldwide, highlight this lesson learned.

13

ECPAT Sweden proactively continues to seek new and creative ways to combat commercial sexual exploitation since it started the Code of Conduct with Scandanavian tour operators. One such initiative is the creation of an online



game, *Finding Sasja*, for young people and the general public on the issue of child trafficking. By working with online game makers, ECPAT Sweden created an interactive and entertaining awareness raising tool to reach the public and vulnerable teenagers. The design of the game is enhanced by ECPAT Sweden's extensive expertise in combating sexual exploitation of children, thus giving the game a realistic feel. For example, it is

known that many teenage girls are trafficked to Sweden from Russia, Lithuania, Poland, Estonia and Moldova to work in the entertainment sector.²¹ This fact and other relevant information was incorporated into the game. In the game, the player has to piece together clues to solve a case of child trafficking. By utilising an interactive platform, the game aims to educate young people on the issue by reinforcing key messages against child trafficking. The game may also reach out to a large number of young people who would not have otherwise taken interest in other types of campaign materials, such as booklets and video clips.

Another case of good practice for creative collaboration with the potential to reach a wide audience is the work of Child Wise, the ECPAT group in Australia and Grey Worldwide, a leading social marketing agency. By utilising Child Wise's expertise on CST and CSEC and combining it with Grey's long experience in social marketing, the partnership produced a powerful campaign against CST in Southeast Asia. Aimed at tourism destinations in the region, Child Wise worked with the Association of Southeast Asian Nations (ASEAN) to implement the campaign among the ten countries in the region. In order to ensure that the campaign produced the most effective impact, ASEAN countries were divided into two categories: sending and receiving countries. Cambodia, Indonesia, Laos, Myanmar, Philippines, Thailand and Vietnam are the receiving countries of child sex tourists, while Brunei, Malaysia and Singapore are sending countries, from where CST can originate. According to Child Wise and Grey, the aim of the campaign was to promote responsible tourist behaviour and to inform potential child sex tourists that people will be watching them.



The campaign used eye-catching visuals and a simple but suggestive tagline, "Don't Turn Away, Turn Them In." The campaign aimed to empower tourists and the community to report possible cases to local authorities. It also had a wide scope of reach, covering hotels, airports, taxis, tourist guides and other tourism businesses. One of Grey's priorities in creating this campaign was to change passive behaviour and the "minds" of tourists who do not act when they see something that concerns them. Thus, key "social advocacy" strategies were utilised by emphasising reality and truth, with emotional impact.²² As a result of this creative collaboration with Grey, Child Wise created a successful regional campaign against CST and took advantage of the opportunity for NGOs to work with marketing companies.

²¹ ECPAT International. Agenda for Action Report for Sweden. 2006.

²² Information on campaign from Grey's booklet/brochure: "Grey has written the Book on Social Marketing."

Conclusion

Lessons learned on creative collaboration inspire further partnerships between civil society organisations and the private sector. More initiatives, such as the good practices of the members of the ECPAT network, as illustrated in this paper, and the private sector partners are greatly needed throughout the world. In order to do so, NGOs must therefore be more understanding of the private sector's needs and interests, while companies must be committed and actively participate at all levels of their institutions. Partnerships between the private sector and NGOs can be strengthened when both parties are willing to learn from each other while uniting for a common interest.

While corporate responsibility has contributed greatly to the private sector's interest in working on child protection and social issues, it must be emphasised that even without corporate responsibility, companies still have a responsibility towards the protection of children. Commercial sexual exploitation of children is a crime and if it is ignored by the tourism private sector, it will have a devastating impact on the tourism destination, a company's future and the tourism industry as a whole. While there is often an underlying concern by many tourism companies that by focusing on the sexual exploitation of children, it highlights a negative aspect of the tourism, and thus will result in "scaring tourists away" or worse, damaging the image of the company or the local tourism industry, the experience of many companies is that their clients are actually very supportive of their policies and procedures, which are seen to benefit child protection.

All sectors of society have the duty to protect children from commercial sexual exploitation. By working together, initiatives to combat this issue can be more efficient, effective and successful. Lessons learned in engaging the private sector are showing that companies can be pre-emptive, rather than just reactive to the problem. The future direction of corporate sector responsibility must build on the good practice experiences to date and expand the collaboration and ownership to more industries within the private sector so that all vulnerable children can have greater protection from sexual exploitation.



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