6th Meeting of the World Tourism Organization
Task Force to Protect Children from
Sexual Exploitation in Tourism
Berlin, 12 March 2005

The Role of the Hospitality Industry

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Our Vision...

The voice of the global hotel and restaurant industry

A WORLD OF BUSINESS BENEFITS
Our Mission…

Provide a platform for:

- Formation of Industry Positions
- International Representation
- Information Dissemination
- International Connections
Who Are We?

- The only international trade association exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide
- A non-profit membership organization dedicated to helping members achieve business objectives and prepare for the future
Who Do We Represent?

- Through its membership network, IH&RA represents an estimated 300,000 hotels and 8 million restaurants GLOBALLY.
Hotels & Restaurants such as...
2005 Executive Committee

- President
  John Bell - Director International Affairs, Caribbean Hotels Association

- Vice President HOTELS
  Tony Pollard - President, Hotel Association of Canada

- Vice-President RESTAURANTS
  André Daguin – President, UMIH (French Hotel & Restaurant Association)

- Treasurer
  Joseph Spinnato – President, Hotel Association New York City, USA

- Secretary
  Abraham Rosental - Director General, Israel Hotel Association

- Past President
  Eric Pfeffer - President, The Pfeffer Group LLC International Solutions, USA

- CEO
  David McMillan
Representation

Intergovernmental Organisations Targeted

- **UN** - United Nations
- **UNESCO** - United Nations Educational, Scientific & Cultural Organisation
- **UNEP** - United Nations Environmental Program
- **WTO** - World Trade Organisation
- **WHO** - World Health Organisation
- **WIPO** - World Intellectual Property Organisation
- **WTO** - World Tourism Organization
- **ILO** - International Labour Organization
- **ISO** - International Organization for Standardization
- **OECD** - Organisation for Economic Co-operation & Development

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IH&RA promotes the 3 dimensions of sustainable development

- **Environmental**
  - By encouraging environmental best practice through its Annual Environmental Award

- **Social**
  - By combating the commercial sexual exploitation of children in tourism

- **Economic**
  - By advocating that sustainable development makes “good business sense” and contributes significantly to GDP
History – IH&RA Role

- IH&RA is a founding Member of the WTO Task Force set up in 1995
- Works with national hospitality associations to raise awareness
- IH&RA contributed from the outset to discussions on the « Code for the Prevention of Sexual Exploitation of Children in Travel & Tourism »
The Code

Role of IH&RA Chains Council:

- Raised awareness of Code
- Discussed involving Franchisees & Suppliers
  - How to develop appropriate contract language?
  - What should it cover?
- Signatories:
  - Accor
  - Carlson
  - Cham Palaces & Resorts
  - Rezidor SAS
The Code
Signing in April, 2004 at Unicef Headquarters

• Her Majesty Queen Silvia of Sweden
• Dawid de Villiers, Dpty Secretary-General, World Tourism Organization
• Carol Smolenski, Executive Director, ECPAT-USA
• Carol Bellamy, Executive Director, UNICEF
• Marilyn Carlson Nelson, Chair & CEO, Carlson Companies
• Ambassador John Miller, U.S. State Department Anti-Trafficking Chief
General Language (for Operations Manual-type applications):

CODE OF CONDUCT. Since its inception, Carlson Companies, Inc., its subsidiaries and its affiliates (collectively, “CCI”) have been committed to conducting business with the highest degree of integrity and in accordance with applicable legal standards and regulations. It is with this in mind that CCI requires those who provide goods or services to, or on behalf of, CCI (including licensees and suppliers), to work within CCI’s ethical framework and to recognize and accept CCI’s commitment to The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. “The Code” is administered by a network of organizations and individuals working together to eliminate the commercial sexual exploitation of children.

Agreement Language (for Supplier and Licensee contracts):

By signing this Agreement, [INSERT SUPPLIER/LICENSEE] agrees to use its best efforts to support the The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism and to conduct its business according to the following guidelines. LICENSEE agrees to: (1)* to provide employees with the knowledge and training to identify and report possible exploitative activity of children to authorities; (2)* to inform employees that it is a criminal offence in their home country to sexually exploit children, even beyond their own borders, and of their obligation to report suspected cases of child sexual exploitation to the local police; (3) to prohibit the use of all company equipment for the viewing, storage, distribution, promotion or other use of materials, which sexually exploit children and establish procedures to enforce such policies; and (4) to prohibit the use of images or concepts in its marketing which sexually exploit children. SUPPLIERS agree to: 1) Refrain from knowingly engaging in the business of or businesses which support the commercial sexual exploitation of children; 2) Refrain from knowingly doing business with companies who are engaged in the commercial sexual exploitation of children; 3) prohibit the use of all company equipment for the viewing, storage, distribution, promotion or other use of materials which sexually exploit children; and (4) to prohibit mentions in its marketing which sexually exploit children.
Operations Manual Language

Suppliers/Licensees agree to:

- **Train** employees to **identify** and **report** possible exploitative activity to the local police.
- **Prohibit** any use of **company materials or equipment** for exploitive activity
- **Establish** **procedures to enforce** such policies
- **Prohibit** use of images or concepts in marketing which sexually exploit children.
- **Refrain from knowingly** engaging in the business of or doing business with companies involved in exploitative activity
Fits with partner policies

Fight against sexual tourism

**ECPAT**: Since 2001, Accor has committed with ECPAT (End Child Prostitution, Pornography and Trafficking of Children for Sexual Purposes) to combating the sexual exploitation of children. In 2002 and 2003, Accor took part in awareness campaigns towards public opinion and tourists: 600000 information and warning leaflets were distributed with travel tickets given out to clients of the 300 travel agencies in the Carlson Wagonlit Travel French network. This action will be renewed in 2004. This corporate commitment has been extended to Mercure, Novotel and Sofitel hotels in Thailand, where information, training and prevention campaigns have been launched since September 2002.

**Rezidor SAS’ Ethical Policy regarding children’s rights**

As an international hotel company we at Rezidor SAS have the benefit to operate in many countries. Given this advantage we also have a responsibility, formally and morally, towards our host countries and local partners. Mutual understanding and respect are cornerstones in our relations and activities, internally as well as externally. This implies that we respect the culture and people of our host countries and abide by their laws and regulations.

We are aware that the commercial sexual exploitation of children is a global problem and we actively combat it by undertaking the following measures:
Ticket Jackets

- 5 million Carlson Wagonlit Travel ticket jackets show Carlson support and where to get more information.
Added to Carlson Websites
Carlson: Spreading the Word

- Presentation by Carlson Chair and CEO to Travel Industry of America board
- Letters from Carlson Chair and CEO to U.S. Airline CEOs asking them to become signatories and run inflight videos
- Participation in International Summits
- Presentations at Carlson brands’ internal national meetings