Prevention of Commercial Sexual Exploitation of Children and Youth in Tourism

PERU CAMPAIGN
MINCETUR

– The Ministry of Foreign Trade and Tourism defines, executes, coordinates and supervises foreign trade and tourism policies.

– Promotes and regulates tourism activity in order to achieve sustainable development.
National Strategic Tourism Plan (PENTUR)

**Objective C:** Develop training programs in order to provide valuable information to the tourism service chain about prevention of sexual exploitation in tourism.
Peruvian law consider the sexual exploitation of children as a serious crime punishable by up to life in prison.
PREVENTION CAMPAIGN 2005

• Project Partners:

  Lombardia Region through CESVI (Italian NGO established in Peru), has provided funds for the 2005 prevention campaign.

  UNICEF has provided technical and financial assistance.
Training workshops

• **Cities considered**: Cusco, Trujillo and Iquitos.

• **Training tools**:
  – Guide tourism services suppliers: “From Spectators to Actors”
Training workshops

• Trainer's Guide.

• CD
Local Strategies:

- **Educational Institutions** in charge of the workshops.
- **DIRCETUR**: provide institutional support.
- **Local coordinator**: Person in charge of coordinating efforts with the central team in Lima.
Training tourism service suppliers...

- Local tourism students
- Hotels and motels staff.
- Travel Agencies.
- Tourist guides.
- Taxi drivers and “mototaxis” drivers.
Providing information to travelers

Videos showed in “LAN Peru” national flights and Iberia’s flights arriving to Peru.
Providing information to travellers...

Peru is magic. Mountains, adventure, rainforests and beaches. Ancient cultural heritage and biodiversity. Life’s dance, colors and sounds. Historical monuments and great cuisine. But we must protect and respect Peru’s most precious treasure: its children.

In our country clients and anyone who sexually exploits our children will be sent to prison (Law no. 28251). Don’t be an accomplice. Call the police!

Help us protect our children. Raise awareness. Mobilize. Halt the destruction of our most valuable treasure: every José, María, Juan, Esmeralda and all the children who have a life filled with opportunities ahead of them.

SAY NO TO CHILD SEX TOURISM

unicef MINCETUR
Regional Initiatives - IQUITOS

La explotación sexual comercial infantil tiene pena de cárcel (Ley 28251).
¡En Iquitos lo combatimos!
Denuncias: SERENAZGO ☎ 24-1000

NO AL TURISMO SEXUAL INFANTIL

ORGANIZACION MUNDIAL DEL TURISMO
Regional Initiatives - Iquitos
Providing information to travellers

El Perú ama y protege sus tesoros

Machupicchu.

Parque Nacional del Manu.

Huanchaco.

En nuestro país, los clientes y todos aquellos que exploten sexualmente a nuestros niños, niñas y adolescentes tienen pena de cárcel (Ley No 28251)

Juan y Esmeralda. Tesoros del Perú.
Thank you.

Information:

mzamora@mincetur.gob.pe
msotelo@mincetur.gob.pe