



Child Labour and Tourism

How travel companies can reduce child labour in tourism destinations

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Source: Let Parents Earn and Children Learn, FNV Mondiaal Report, 2010

Summary

Travel companies and travellers do not often question who cleaned the room, washed the vegetables or made the craft but from the International Labour Organisation (ILO) figures it is clear that the likelihood of them unknowingly benefitting from child labour is high. The estimates range for children working in tourism run from 13 to 19 million children under the age of 18 which counts for around 10-15% of the formal tourism labour market (Black, 1995). The numbers are probably much higher when we factor in that the informal sector was not included in the estimates.

Whether we are aware of it or not child labour is very likely to have contributed to our holidays. However, the lack of visibility stops companies and travellers from asking questions or taking action to reduce child labour in tourism destinations. Effective strategies for tackling child labour in tourism can be developed when the tourism industry has a clear understanding of the causes and effects of child labour. Whilst poverty, lack of access to education and the growing demand for cheap labour are causal factors pushing higher numbers of children into work, they are also areas that the tourism industry can help address, for example by supporting education projects and providing fair wages for adults working in tourism.

This paper is based on the findings from a research report called *Child Labour and Tourism: How travel companies can reduce child labour in tourism destinations* written by Emilie Hagedoorn in 2011 for Intrepid Travel who are one of the few travel companies to have signed up to the United Nations Global Compact. Principle Five of the Compact states that “businesses should uphold the effective abolition of child labour” (UN Global Compact, 2010) but that is easier said than done. First companies need to spend time investigating how and where they are impacting on child labour before they can take action by “developing an awareness and understanding of the causes and consequences of child labour” and by “identifying the issues and determining whether or not child labour is a problem within the business” (UN Global Compact, Principle Five, 2010).

The aim of the research was to identify ways in which travel companies can reduce child labour in tourism destinations and begin to measure performance and progress in this area. The research therefore identified existing advice for businesses on tackling child labour and how that advice can be used by travel companies, the impacts of child labour in tourism, the different types of work children do in tourism, reasons why children do or don't work in tourism (push and pull factors), how other tour operators are tackling child labour and reporting on performance and progress as well as barriers to acting on the elimination of child labour for Intrepid and other travel companies. Using Intrepid as a case study, tour leaders from a wide range of countries collected data on child labour in destinations which Intrepid used to create Performance Indicators for a UN Global Compact Communication of Progress (COP) and future monitoring as well as make recommendations for other travel companies on how to act against child labour. This paper aims to share a summary of these findings and recommendations with other interested travel companies.

Introduction

The tourism industry and child labour

Travel companies and travellers do not often question who cleaned the room, washed the vegetables or made the craft but from the International Labour Organisation (ILO) figures of 13 to 19 million children working in the formal tourism industry (Black, 1995), it is clear that the likelihood of them unknowingly benefitting from child labour is high. Whether we are aware of it or not child labour has in some way contributed to our holidays. However, the lack of visibility stops companies and travellers from asking questions.

In comparison child sex tourism, which uses the tourism infrastructure and directly involves tourists, has been given a lot of attention and most travel companies are actively working towards abolishing it within the industry. This indicates that travel companies can make a huge difference once they have enough information and guidance to take action. Sexual exploitation of children is just another form of child labour and if we can tackle that then why not also commercial exploitation of children?

Effective strategies for tackling child labour in tourism can be developed when the tourism industry has a clear understanding of the causes and effects of child labour. Causal factors such as poverty, lack of access to education and the growing demand for cheap labour are pushing higher numbers of children into work whilst also being areas that the tourism industry can help address, for example by supporting education projects and providing fair wages for adults working in tourism.

CSR in tourism

Tourism needs to be developed sustainably and travel companies have a huge role to play by making sure they maximise their positive environmental, economic and social impacts in destinations and minimise their negative ones. In response to this most travel companies have now voluntarily put Corporate Social Responsibility and Responsible Tourism policies in place. EED Church Development Service (EED) based in Germany states *that “under Corporate Social Responsibility (CSR) we understand various measures taken by tourism enterprises which are aimed at developing tourism in a sustainable manner”* (EED Church Development Service, 2010, p.3). Once the policies are in place the difficult process of measuring performance and reporting starts which is still an area where travel companies struggle in comparison to the manufacturing industry. *“Sustainability or CSR reports should meet standards which make them comparable and meaningful. As far as big businesses are concerned, the standards of the Global Reporting Initiative (GRI) have gained acceptance over the past few years. In tourism, however, they are hardly ever used”* (EED, 2010, p. 17).

A lot of travel companies are full of good intentions and would like to do their bit to tackle child labour but need more insight into how to ‘walk the talk’ so to speak. Intrepid Travel was in a similar position in 2011 and therefore requested this research however no public reporting has yet been done. In January 2012 Intrepid wrote a letter to the UN Global Compact requesting an adjustment of their Communication of Progress (COP) reporting deadline to March 31st 2013 so it could be aligned with their financial and sustainability cycles (UN Global Compact, 2012). The 2012 COP is online as of 28 March 2013 and points out that Intrepid still has some work to do before they can publish a public sustainability report. Work has been done on *“preparing the*

company for a GRI (Global Reporting Initiative) compliant Sustainability Report that will further detail our progress on addressing the Global Compact principles” (UN Global Compact, 2013). Intrepid did publish an internal sustainability report for the first time in 2012.

Intrepid, The UN Global Compact and Principle 5

Intrepid Travel has had a reputation for being a responsible travel company since the company was founded over 20 years ago. Their Responsible Tourism philosophy is based on the recognition *“that tourism impacts local communities and the environment”* and they believe that *“all tour operators must be responsible in the way they operate their business to ensure the welfare of all people and conservation of the environment”* (Intrepid Travel, 2010). In 2008 the company therefore signed the United Nations (UN) Global Compact and reported back in September 2010 through a COP on the ten principles of the Compact.

The UN Global Compact *“is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption”* (UN Global Compact, 2010). In doing this they have taken a bold step as very few travel companies have so far joined the UN Global Compact. For the time being Intrepid will be a pioneer in this area within the tourism industry which makes the process of reporting on progress even more daunting. Many other travel companies will be waiting to see how they do before they will follow their example.

According to EED tourism businesses *“are obviously underrepresented in the Global Compact. UNWTO has therefore announced the initiative “Tourpact.gc”, which is still in its infancy stage, though”* (EED, 2010, p. 20). Tourpact.gc was launched on World Tourism Day in 2008 and is a voluntary mechanism to provide a corporate social responsibility framework to travel industry Affiliate Members of UNWTO. The framework reflects the aligned principles of the Global Compact and UNWTO’s Global Code of Ethics for Tourism (UNWTO,2008). EED points out that although the UN Global Compact integrates both environmental and social criteria, its weakness lies in the fact that the Compact is *“not binding, not justifiable. The principles are merely minimum standards, most of which are already covered by national legislation”* (EED, 2010, p. 20) and that there is a lack of monitoring progress. There are no restrictions as to who can sign up which results in *“a danger of blue-washing, i.e. companies using the UN logo to boost their image”* (EED, 2010, p. 20).

Principle Five of the Compact states that *“businesses should uphold the effective abolition of child labour”* (UN Global Compact, 2010) but that is easier said than done. First companies need to spend time investigating how and where they are impacting on child labour before they can take action by *“developing an awareness and understanding of the causes and consequences of child labour”* and by *“identifying the issues and determining whether or not child labour is a problem within the business”* (UN Global Compact, Principle Five, 2010). Intrepid’s ambition to reduce child labour in tourism destinations is aided by the fact that they have been a ChildSafe partner in Cambodia for a couple of years and in 2010 they became the first travel partner in the ChildSafe Network in Thailand which not only works on the eradication of Child Sex Tourism (CST) but also tackles child labour in South Asia (ChildSafe, 2010).

The research

Intrepid were particularly interested in learning more about what they as a travel company can do to help eliminate child labour. The problem is that there is very little research on child labour

and tourism available to travel companies and even less advice for the tourism industry specifically on how to help tackle it. Due to the lack of research available on child labour and tourism and the nature of the information that needed to be collected, research was carried out in the form of a scoping study to better understand and identify some of the options that are available to travel companies in the fight against child labour using Intrepid as a case study. In order to do this 7 objectives were identified:

Objective 1: to identify existing advice for businesses on tackling child labour and to identify how that advice can be used by travel companies.

Objective 2: to identify the impacts of child labour in tourism.

Objective 3: to identify from the literature and from key informants the different types of work children do in tourism.

Objective 4: to identify from the literature and from key informants reasons why children do or don't work in tourism (push and pull factors).

Objective 5: to identify how other tour operators are tackling child labour and reporting on performance and progress.

Objective 6: to identify barriers to acting on the elimination of child labour for Intrepid and other adventure travel companies.

Objective 7: to collect data on child labour in destinations which Intrepid can use to create Performance Indicators for a Communication Of Progress (COP) and future monitoring as well as make recommendations for travel companies on how to act against child labour.

Methods used involved a mixture of qualitative tools such as questionnaires with key informants and observation through a Child Labour log book kept by Intrepid tour leaders. The research aimed to gather information from a variety of sources such as NGO reports, grey literature, academic books and journals, websites, child labour experts, responsible tourism professionals and Intrepid tour leaders.

Finding out how travel companies can reduce child labour is difficult to quantify. Any travel company trying to find ways to help tackle child labour should at least have an idea of where and how their operations impact on children in destinations. Companies like Intrepid are in the unique position of being able to use tour leaders as the 'eyes and ears' of the company which can be a useful strategy for other travel companies too. The information that the Intrepid tour leaders gathered proved useful in prioritising which destinations they operate in have more pressing child labour issues related to tourism, helped identify areas where Intrepid could make a difference and allowed them to make a modest but meaningful contribution to a global problem. For Intrepid, knowing which types of work children do in destinations was useful as it allowed them to decide what types of projects to tackle child labour they should support through the Intrepid Foundation. For example: if one particular destination clearly had a problem with children begging for a living rather than going to school then supporting a project focusing on getting young beggars into school was a good strategy. It also proved useful to record the gender of the child. If there were many more girls than boys observed working in a destination or region then supporting a project focusing on girls was appropriate.

From the findings of the research 10 recommendations were created that can prove useful for other travel companies. As Intrepid is still in a process of developing a public sustainability report and at their request, the detailed case study findings are confidential but a few general observations can potentially be used by other travel companies around the world and the 10 recommendations can be shared.

Literature Review

Child labour in tourism: background and definition

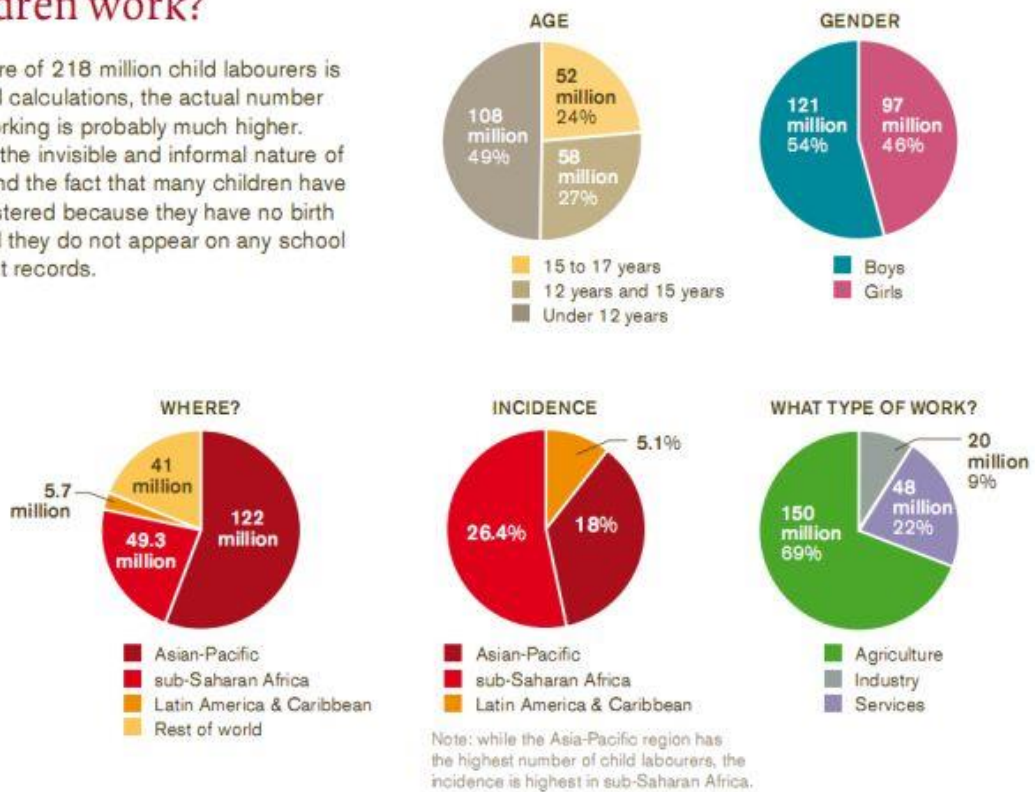
The ILO and other international organisations generally define child labour as work that deprives children of their childhood, their potential and their dignity, and that is harmful to their physical and mental development. A key aspect of child labour is that it is likely to interfere with children’s right to education. Recent figures from the ILO show that 1 in 6 children work. 218 million children aged 5-17 are involved in child labour worldwide mainly in the Asia/Pacific region and Sub Saharan Africa (CRIN, 2010). However, child labour also occurs in industrialised countries. The ILO (1999) warns that in Central and Eastern Europe child labour has reappeared since countries there have made the transition to a market economy (see Figure 1).

Figure 1: Where and how children work?

Where and how do children work?

While the figure of 218 million child labourers is used in official calculations, the actual number of children working is probably much higher. This is due to the invisible and informal nature of child labour and the fact that many children have not been registered because they have no birth certificate and they do not appear on any school or employment records.

GLOBAL ESTIMATES ON CHILD LABOUR
218 million – total number of children working Source: ILO 2008



Source: Stop Child Labour, 2010

More boys than girls work and very few children actually get paid for the work they do. The ILO estimates that over 100 million girls (46%) are involved in child labour (IPEC, 2009). Their position is very vulnerable and the majority of them work in agriculture and domestic service. The work is often invisible, hidden away from the public eye and very hard for authorities to check on. Generally girls start to work at a younger age than boys (UNICEF, 2007).

Maplecroft's annual Child Labour Index and Map shows that child labour risk is especially high in countries with political instability and war as well as in emerging economies. The purpose of the index is *"to enable companies to identify and evaluate risks relating to child labour within their supply chains, operations and distribution network"* (Maplecroft, 2010). The 2012 Child Labour Index show that 76 countries pose 'extreme' child labour complicity risks for companies operating worldwide, due to worsening global security and the economic downturn. Many of these are not only some of the largest growth economies, including the Philippines, India, China, Vietnam, Indonesia and Brazil but also popular tourist destinations (Maplecroft, 2012). Therefore, the chances of being confronted with child labour during our holidays in long haul destinations are very real. In fact, those chances are only increasing. German NGO Tourism Watch (2010) warns that in *"tourism areas, children must often begin to earn their living and help support their families at an early age"* and that their numbers are rising. The ILO (2010) also points out that child labour in tourism is much more widespread than we may think with many children under 12 working in small tourism businesses with working conditions that are often harsh. ILO estimates based on research done in 1995 by Maggie Black (author of *In The Twilight Zone*) on child labour in the tourism and hospitality industry, suggest *"13 to 19 million children and youths under eighteen years of age are employed in tourism"* and that child labour therefore *"counts for approximately 10% of the formal tourism labour market."*

Research on child labour in tourism

Very little research has been done on child labour in tourism in the past. The most comprehensive report dates back to 1999 and was conducted by Christine Plüss from Swiss NGO AKTE. She gathered information from more than 300 experts and came to the conclusion that child labour in tourism is a *"very widespread phenomenon"*. (Plüss, 1999. p.6) EED Tourism Watch (2002) points out that further *"investigation of the informal sector would reveal that the number of children and youths working for tourism is actually much higher"* than the 10% mentioned earlier. They make this statement based on Maggie Black's research as her estimate of 13-19 million children did not include children working in the informal sector.

Plüss' research confirmed that children work in tourism in both developing and developed countries. Although in some cases the situations involving child labour were better: if children were still able to attend school, were given training in tourism, did light work under fair conditions and received good supervision which would allow them to pursue a decent career in tourism and lead a dignified life. However, the *"majority of children and young people working in tourism do not experience such conditions"* (Plüss, 1999. p.6).

She underlined the fact that working in tourism leads to a severe state of dependency and economic, physical and emotional exploitation. Children's health is affected due to bad working conditions and the lack of schooling and training in tourism puts their future at risk. In the worst case working in tourism puts the children into a vulnerable position where there is a chance of being sexually abused and exploited. EED Tourism Watch (2002) agrees with her and points out that even though not all *"young employees in tourism are exploited"* their jobs in tourism prevent millions of children from going to school. The NGO confirms that the work is often difficult and dangerous, pays little or nothing and prevents chances for education. Worse still, in many cases the work is considered hazardous and exploitative according to ILO Convention N° 182 (Tourism Watch, 2002).

When Plüss conducted her research she came across many different opinions on what constitutes child labour or exploitation of children in tourism. In some cases people interviewed argued that child labour was far less of a problem in tourism than it was in the manufacturing industry and that it even created real opportunities for young people in poor countries.

Labour or work: when does it become exploitative?

The discussion about what constitutes child labour or work is on-going. Most countries agree that children working and helping out around the house is part of growing up and allows children to develop useful skills alongside being able to attend education. The discussion is complicated by the fact that whilst in the English language it is possible to distinguish between ‘child labour’ and ‘child work’ this is not possible in many other languages. Many NGO’s working on children’s issues around the world (UNICEF, Save The Children, Equations) agree on the following distinctions as outlined in Figure 2 below:

Figure 2 Difference between child work and child labour

Child work	Child labour
<ul style="list-style-type: none"> • does not prevent the child from attending school or having time to play. • does not stand in the way of the child’s developmental needs and abilities. 	<ul style="list-style-type: none"> • binds the child to one place of work for many hours. • exposes the child to dangerous environments or activities. • puts the child under severe physical, social and psychological pressure. • burdens the child with too much responsibility. • does not pay the child a fair wage. • prevents the child from attending school or undergoing further training. • undermines the child’s self-esteem (especially through slavery or sexual exploitation). • stands in the way of the child’s social and psychological development.

Source: Plüss, 1999, p.31

The NGO’s point out the need to make a clear distinction between the many forms of child labour and not to apply the same standard to all the different types of work children do.

Commercial versus sexual exploitation of children in tourism

During her research in 1999 Plüss was often confronted with the fact that many people working in the tourism industry equated ‘exploitation’ of children with ‘sexual’ exploitation. Although this proves how successful the campaigns to combat sexual exploitation in tourism have been over past years, it also blinds people to the sad fact there are many more forms of child exploitation in tourism destinations. In her opinion children working in tourism were likely to have to deal with other forms of exploitation such as *“strenuous physical work, beatings, illness and loneliness”*. (Plüss, 1999. p.29) and argued that *“particular attention must be given to the disparities of power between adults and children, as its effects intensify other forms of power imbalance.”* (Plüss, 1999. p.29) She warned that once a child works in the tourism industry they become vulnerable to sexual exploitation or abuse by an adult.

Earlier Maggie Black had already highlighted that not much research had been done into children directly or indirectly earning money from the tourism industry even though in her opinion it is one of the few sectors where we can potentially observe the pathways children follow into paid sexual activity. According to Black “a high proportion of children under the age of 18 who earn their keep partly from sex are in employment; but they are not employed as prostitutes” (Black, 1999, p.11) but in other areas of the tourism industry such as entertainment, catering and hospitality.

Reasons why children work in tourism: push and pull factors

Plüss (1999) stated that the amount of children working around the world was expanding. This increase was due to “growing poverty and the lack of educational opportunities in many parts of the world, as well as to the growing pressure of globalisation” (Plüss, 1999. p.7) which in her opinion were forces that would also affect tourism. She also indicated that inadequate income for adults and the demand for cheap and flexible labour was a reason for children to go to work in tourism (Plüss, 1999. p.15). Stop Child Labour created a cycle of child labour perpetuating poverty (Figure 3) which clearly shows how parents and children start in poverty and end up in poverty. Under these circumstances child labour is seen as a ‘necessary evil’ because the parents cannot afford for their children to go to school.

Figure 3: Cycle of child labour perpetuating poverty



Source: Stop Child Labour, 2008

Maggie Black had already noted that ‘push’ factors had been given more emphasis than ‘pull’ factors which she felt was connected to the fact that there is a view of the child worker as a

victim. She pointed out that not all working conditions for child workers are exploitative or damaging and that in some parts of the world children enter into work of their own free will because employment of children is accepted (Black, 1995, p.30-31). The push and pull factors are described in Figure 4 below.

Figure 4: Push and Pull Factors in child labour in tourism

Push Factor	Pull Factor
Poverty	Quick money
Migration	Contact with foreigners
Trafficking and criminal exploitation	Wide range of job opportunities for young people without education/skills
Exploitation or family distress and/or breakdown at home	
Traditional cultural customs: parents are ok with children working	
Desire to have consumer goods	
Lack of legislation protecting children and ineffective implementation of laws	
Lack of schools, education and training	
Lack of decent work for adults	
Lack of social protection	

Adapted from: Black (1995) and Plüss (1999)

The ILO also mentions other reasons why children may work in tourism: employers like using them as children are *“less aware of their rights; less troublesome; more willing to take orders and perform monotonous work; more trustworthy; less likely to steal; and less likely to be absent from work”* (Bliss, 2006, p.9). Unsurprisingly, the tourism sector is still not a sector which is well-known for its decent work conditions and good pay.

Children working in the formal and informal sector: visible or invisible?

Plüss (1999) points out that children are omnipresent in the tourism industry but not always in places where we can notice them. Highly visible are those children who are actively scrambling for a share in the trade (for example: children selling fruit on the beach or craft at markets). However, the children behind the scenes are virtually invisible (for example: children cleaning rooms in hotels). In the 2002 ILO report *‘A Future without Child Labour’* it was noted that many children work in the informal economy which surrounds and supports the formal tourist industry. Usually when we think of child labour, we think of children slaving away in sweatshops, factories or mines or of children working on the streets in the informal sector. These are the ‘visible’ forms of work children do but the focus of the media and politics on these types of work has obscured the fact that there are also ‘invisible’ forms of work that children do hidden away from the public eye, at home, on farms or behind closed doors that also support the tourism industry (Bliss, 2006, p.3). Many of these children are young girls (IPEC, 2009). Maggie Black thinks the total number of children working in tourism is much higher than the rough estimate of 13 to 19 million children because the children doing ‘invisible’ work in the informal sector are excluded. She also gives various examples of how children can be doing work in the informal sector which in turn supports the formal sector in tourism like in plantations or in brick making (Bliss, 2006, p.7). It therefore seems virtually impossible to guarantee ‘child-labour-free’ tourism.

Types of work children do in tourism

Despite the domination of multi-national companies in the tourism sector, the tourism labour market is characterised by jobs in small businesses, often family-run. The majority of the tourism workforce works for a medium-size or small tourism business. The WTTC estimates this figure as high as 80%. A lot of these jobs are in the informal sector and employment conditions vary greatly. Overall the ILO (2011) is not very positive about working conditions in tourism in general: working hours are generally long, jobs are not secure, employment is seasonal, wages are low, very little unionisation and collective bargaining is possible, labour laws are often broken and there is a lack of opportunities for training for tourism workers. The situation is compounded by the fact that the majority of the workforce is female and is increasingly getting younger.

However, the job possibilities in tourism are plentiful and Plüss (1999, p.27) identified the many workplaces and types of work for children in different tourism sectors such as accommodation, catering/food and beverage, excursions/activities/entertainment, tour operating/transport, souvenir production and souvenir sales (see Appendix 1 for overview). Indian NGO Equitable Tourism adapted Plüss' list to include a risk perception for the various types of work. In most jobs the risk perceptions to children are high as illustrated in Figure 5 below.

Figure 5: Risk perceptions of child labour in different tourism sectors

Sectors	Risk Perceptions
Accommodation	High
Catering/food and beverage	High
Excursions/recreational activities/ entertainment industry	High
Tour operating/transport	High
Souvenir production	Low/Medium
Selling of souvenirs	High

Source: Equitable Tourism, 2008, p.63

Equations also point out that even though work in tourism may be perceived as light or non-hazardous, the level of risk is high in the sense that the child may be exposed to sexual exploitation and abuse. This is to do with the fact that jobs in tourism are often hidden away from the public eye but do involve direct contact with adults. Many of these jobs are difficult for the government and/or police to monitor, the only exception are jobs which involve manufacturing rather than services.

Consequences of children working in tourism: more bad than good?

The ILO divides the negative impacts of children working in tourism on their own well-being into 3 categories as illustrated in Figure 6 below:

Figure 6: Negative impacts on the well-being of children working in tourism

Physical	Moral	Psychological
<ul style="list-style-type: none"> fatigue from long working hours physical harm (violence, chemicals, abrasions-hazards associated with the work) HIV-AIDS, other sexually 	<ul style="list-style-type: none"> exposed to drugs, sex, violence exposed to adult behaviours lack of schooling too much independence? 	<ul style="list-style-type: none"> low self-esteem marginalised from society stigmatised lonely loss of a safe upbringing / childhood stress

<ul style="list-style-type: none"> transmitted diseases impaired growth 		<ul style="list-style-type: none"> lack of chance to develop cognitive skills
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Source: ILO www.ilo.org/public/english/dialogue/.../tourism/childlabourtourism.ppt

Other consequences of children working in tourism are a loss of schooling and a lack of training opportunities for young people (Plüss, 1999). Maggie Black (1995) mentioned negative impacts such as working for long hours for very little pay, unstable employment and even the performance of dangerous work but also mentioned some positive ones. In some cases work done by children supplemented schooling, was considered educational, was conducted under fair conditions and even helped the child to reach maturity with more options in life and work (Black, 1995, p.39). She stressed the fact that for older children the impacts of working in tourism could be positive just as they are for children in industrialised countries. The worst consequence is that child labour merely leads to more poverty for both children and adults.

The importance of decent work for adults

FNV Mondiaal recently produced a study on the consequences of child labour on adult work in the cotton seed industry in India. The results of the study clearly show that by eliminating child labour in the industry adults gain a better bargaining position to negotiate decent wages and working conditions. By removing children from the workforce additional jobs were created for adults and it also increased the demand for adult workers. The study showed that wages for adults went up considerably after the children had been removed from work and back into education or training (FNV Mondiaal, 2010, p. 14). This was supported by another report by FNV Mondiaal called *'Let Parents Earn and Children Learn'* which looked at many more cases from other countries. Plüss (2011) confirms this in a recent report on Human Rights and Tourism whilst adding that experience shows that the lowest occurrence of child labour is to be found in those areas where labour conditions for adults are good (Plüss, 2011, p. 50).

For the tourism industry this is very important as currently wages are very low and working conditions are unattractive for adults. Increasing the bargaining power of adults through the elimination of child labour is crucial in an industry that already has a reputation for not always including local people in its development. It is also important for an industry that increasingly has to deal with more critical consumers as illustrated by a report by CREST (2012) which collated research on consumer demand for responsible tourism globally from the last 5 years. For example ABTA's 2011 Consumer Trend Survey confirmed that UK holidaymakers expect travel companies to take responsibility for "doing the right thing" in terms of looking after the environments of places they love to visit and of the people who live there (ABTA, 2011). Child labour in tourism presents some very real challenges to travel companies and travellers. If travel companies want to take responsibility for tackling child labour, there is not much specific advice for them. The following advice is based on the little bit of research on child labour in tourism we reviewed in the literature review above and existing advice available to other industries.

Advice for travellers and the travel industry on how to tackle child labour

In comparison to the travel industry, manufacturing companies have been provided with substantial advice on how to tackle child labour in the past few years. One very recent initiative called *'Stop Child Labour – School is the best place to work'* provides an action plan for businesses on how to tackle child labour and highlights that tourism is an industry with a lot of child labour (Action Plan, 2008, p. 24) but the recommendations have not been written specifically for the

tourism industry. They do at least form a useful starting point for creating an action plan for travel companies. However, we must also provide guidance to travellers on how to tackle child labour.

Travellers

Plüss (1999) concluded that many travellers may not even be aware that during their holiday or business trip they are benefitting from the exploitation of children. She therefore called for campaigns aimed at travellers which give clear information about child labour in tourism and makes them aware of their responsibilities. She also felt it was important that those messages must be elaborated and adapted to specific local situations. She encourages tourists to be vigilant and contact specialised NGO's when they observe a child being exploited in a destination. She does not recommend tourists giving children money directly as it is not an efficient way of giving development assistance.

The travel industry

The tourism sector can ensure the protection of children by establishing codes of conduct and guidelines. However, these should be developed alongside solutions that guarantee the livelihood of children in destinations and in collaboration with local authorities and NGO's. Two good examples of solutions are: training programmes for young people and income-generating projects for adults. When it comes to hiring local staff in the tourism sector priority should be given to employing qualified staff, ensuring fair working conditions and the possibility for collective bargaining. Any measures for the protection of children should be clearly communicated to both guests and staff (Plüss, 1999). Another way that the tourism sector can help combat child labour is carefully selecting destinations. The Tour Operators Initiative (TOI) says travel companies should look for destinations with good-quality local labour and local training programmes which aim to increase the number of local people employed in tourism. Destinations with bad labour conditions, such as forced labour or child labour should be avoided (TOI, 2005).

In *Child Labour - An Ugly Face of Tourism* from 2007, Indian NGO Equations underlines the important role tourism businesses have to play in the elimination of child labour by:

- formulating a **Child Labour Free Tourism code** with and for the tourism industry.
- adhering to the **minimum age provisions** of national labour laws and regulations.
- developing a **company Code of Conduct or No Child Labour policy**.
- pressurising those **destinations** (like India) which have not ratified the two ILO child labour conventions (No. 138 and No. 182).
- supporting **grass-root mobilisation** by forming employer federations which can influence the development of national child labour policies.
- helping with the **development of guidelines for tourism industry** associations and small to medium-sized enterprises.
- raising **awareness among their tourism staff and suppliers** on the rights of children and on how to stop child labour.
- participating in **multi-stakeholder initiatives** that combat child labour in tourism.
- working with **NGO's** that help children out of work and back to school.
- creating **day care centres** for employees so their children do not need to go out to work.

Equations feels that CSR will play a significant role in tackling child labour and names The Code (ECPAT) which tackles Child Sex Tourism (CST) as an example of a strong multi-stakeholder

instrument for child protection as well as a tool for CSR across the tourism industry. Similar efforts could be taken for the development of a code of conduct for the elimination of child labour (see Figure 7).

Figure 7: The Code

The Code is an industry-driven, multi-stakeholder initiative with the mission to provide awareness, tools and support to the tourism industry in order to combat the sexual exploitation of children in contexts related to travel and tourism. As part of this mission, The Code employs the following six criteria (the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism), which members of the tourism industry must adhere to once they join The Code:

- 1.To establish a policy and procedures against sexual exploitation of children.
- 2.To train employees in children's rights, the prevention of sexual exploitation and how to report suspected cases.
- 3.To include a clause in contracts throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children.
- 4.To provide information to travellers on children's rights, the prevention of sexual exploitation of children and how to report suspected cases.
- 5.To support, collaborate and engage stakeholders in the prevention of sexual exploitation of children .
- 6.To report annually on their implementation of Code related activities.

Source: The Code, 2013

Initiatives by and/or for the tourism industry to help tackle child labour

For a travel company looking for guidance on how to start work on tackling child labour the information available is poor and the task can seem quite daunting. Checking all trips right the way through the supply chain is virtually impossible for most travel companies. The few initiatives by big international organisations such as the UNWTO are still very much in a start-up phase or are making very slow progress and have not produced any concrete guidance for travel companies keen to start work on eliminating child labour. Signing up to the Global Sustainable Tourism Criteria (GSTC), the Global Reporting Initiative (GRI) or joining a GSTC Recognised certification scheme like Travelife or TourCert may provide travel companies with some guidance on how to tackle child labour but still only scratches the surface of the problem. The root causes of child labour remain.

There are, however, some smaller initiatives in tourism destinations that may be of use to travel companies working on child labour issues in tourism. In some cases these are local initiatives that have become examples for the region or even other parts of world. Interestingly these initiatives often come from developing countries which are also popular tourist destinations like South Africa, Thailand and India and have been initiated by NGO's. Their strength is that they really address local issues. Some examples of these follow below.

Fair Trade in Tourism in South Africa (FTTSA)

In South Africa local tourism certification schemes like Fair Trade in Tourism South Africa (FTTSA) have proved successful and make a clear effort in tackling social issues such as child labour. A fundamental criterion for the FTTSA trademark "*is the protection of children and young workers from exploitation*" (FTTSA, 2010). Many other tourism certification schemes around the world focus mainly on environmental standards and much less on social standards.

There are currently 65 certified tourism business in South Africa but supply will be increased considerable when FTTSA will be converted into Fair Trade Tourism in May 2013 and certification expanded into Southern Africa. In the FTTSA Standards document for businesses in South Africa there is a clear reference to child labour and there is a special checklist on child labour that owners/managers of tourism businesses looking to get certified need to comply with before being approved which consists of 7 True or False statements.

In October 2010 a pilot project for the world's first Fair Trade Tourism (FTT) holiday packages was launched. The FTT Standards are divided into a Company and a Trade section and to date are the only standards worldwide that look at the tourism value chain and the flow of money between tour operators and suppliers. An auditor will check contracting between outbound and inbound tour operator as well as the contracts between inbound tour operator and suppliers in South Africa. The Company Standards cover questions on child labour. This means that by purchasing a FTT package consumers know that, not only the hotels and excursions have been 3rd party audited and checked for child labour, but also the tour operators selling the package. The auditor checks national laws are followed, paperwork, contracts and interviews tourism workers during the audit process on site.

There are currently FTT packages being sold by travel companies in the UK, Germany, Switzerland and The Netherlands. A FTT holiday package consists only of FTTSA certified hotels and excursions and benefits FTTSA product owners and tourism workers in South Africa by requiring long term trading relationships, full prepayment and binding cancellation agreements. An additional amount, called a Fair Trade Tourism Development Contribution, is channelled directly into a central fund and used for development projects across South Africa.

As we can see local NGO's working on responsible tourism can be essential partners for travel companies. A good example for the battle against Child Sex Tourism is The Code (ECPAT). Many travel companies have already signed up to 'The Code' but it has a limited focus on child sex tourism. For child labour there are currently only a few organisations such as ChildSafe which are keen to work with the tourism industry on child labour issues.

ChildSafe Network South East Asia

The Childsafe Network is an initiative from Friends International designed to protect children from all sorts of abuse. The Network works with local communities in South East Asia (Laos, Cambodia, Thailand and Indonesia) and Switzerland but also with travellers, tour operators and travel agents. By developing partnerships with the tourism industry it aims to improve the protection of children from the negative impacts of tourism. The Network does this through raising awareness on ChildSafe issues with tourists and through the training of tour leaders and guides. Tour leaders and guides are trained to be able to deal with questions such as:

- What are the main problems street children face around the world?
- How does tourism harm children in the country?
- What can travellers do to protect children during their trip?

The role of tour leaders is considered significant: by passing on ChildSafe information to their groups they act as multiplier or change agents. They lead by example showing groups how to behave and support the ChildSafe network by using member's services and products. The leaders also have an awareness of the dangers of slum or orphanage tourism. A travel company

that has been ChildSafe certified will include child protection articles in all staff contracts with tour leaders and guides. It will also communicate ChildSafe information to customers at the beginning of a trip and promotes the ChildSafe campaign on their website. For travellers there are 7 tips to follow. Some relate to Child Sex Tourism but also to giving money to children working and/or begging on the streets and buying souvenirs from adults rather than children (ChildSafe Network Charter, 2010, p.16-17).

Travel companies can also look for partnerships with local NGO's that provide excursions and shopping outlets that not only help combat child labour but also aim to educate tourists. Smaller NGO's working on child labour eradication are sometimes open to visitors from abroad and special tours have been developed over the past few years. India has a fair few examples.

Kanchipuram tour India: child labour alleviation

In India it is now possible to do a tour in Kanchipuram and learn about child labour in the silk weaving industry. By visiting the project travellers support the NGO programme which not only fights child labour but also provides special Bridge Schools which help the children make the transition from work to school. The NGO also provides support for the families of the child labourers and teaches them how to become economically self-sufficient. Travellers are shown round by NGO employees (responsibletravel.com, 2010).

Ladli India: vocational training programme for street children in Jaipur

In the popular tourist city of Jaipur many tourists come to purchase jewellery, handicrafts and textiles. Jaipur is also the home of many street children who scramble to make a living through begging, child labour and in some cases prostitution. NGO Ladli supports these children by taking them off the streets and providing them with vocational and life skills. The vocational training aims to increase their employability by preparing them for jobs in the jewellery and handicrafts business but the children also do regular school subjects such as Hindi, English, art and dance. They are also provided with nutrition and are given medical check-ups and counselling. Ladli is open to both visitors and locals and advertises its work through posters and leaflets in local hotels and in the local city guide. Visitors are picked up free of charge and shown round the nearest Ladli centre (Ladli, 2010).

As we can see the initiatives that travel companies get involved are limited to only a small number of destinations and it is therefore crucial that travel companies wanting to reduce child labour in tourism take responsibility themselves. The research findings and following recommendations will hopefully provide a starting point.

Findings

Although it is not possible to disclose the exact facts and figures of the Intrepid case study some general observations of what the tour leaders discovered can be shared. Trip reports were gathered from a several continents. The observations confirm what we already know about child labour in tourism destinations but they also highlight how likely it is that travellers and travel companies will be confronted with children working. Many other travel companies organising trips to developing regions would no doubt make similar observations. The observations are listed below:

- In the vast majority of returned trip reports both tour leaders and clients observed children working in several locations.
- Very often children were observed working in the old towns of big cities or at popular tourist attractions.
- As was to be expected more boys than girls were observed working.
- Typical jobs involved selling: craft, jewellery, flowers, toys, fruit, cigarettes, post cards and rides. Other common jobs were car washing, begging or collecting rubbish or old bottles.
- Children were most frequently observed working at excursions and in souvenir sales. Other frequent reports of children working were in catering, accommodation and souvenir production. The least working children were observed in tour operating/transport.
- 5 causal themes emerged: poverty, parental or adult force, culture of acceptance, low government support and lack of quality education were observed as reasons why children may work.
- In the vast majority of the trips clients asked the tour leader questions when they observed children working which led to a discussion about child labour and education. More guidance for tour leaders on how to deal with this was deemed necessary.

Recommendations

How businesses can tackle child labour and how that can be translated to travel companies

The tourism industry is no different to other businesses when it comes to feeling the pressure of dealing with child labour. Even though manufacturing businesses may have more work to do in relation to directly hiring children, the tourism industry makes use of goods and services that may have involved child labour and therefore also have a responsibility to tackle child labour in destinations. As the number of visible and invisible children working in the tourism industry or industries that support the tourism industry is so high, it would be a tall order for any travel company to guarantee a child labour-free trip.

Although difficult for a service industry like tourism, there are several ways in which travel companies can do their bit to reduce child labour or at least not aggravate the situation. The scoping study therefore looked at general advice for all businesses on tackling child labour like that from the UN Global Compact and Stop Child Labour and translated that to travel companies. It also took into account whatever existing advice is already available to travel companies like that of Indian NGO Equations. The findings of the Intrepid case study and advice gathered in the literature review have been used to inform the following recommendations for travel companies:

10 tour operator actions against child labour in tourism destinations

1 Know your destinations

Develop an awareness of countries and regions where there is a greater likelihood of child labour. If possible, create a list of 'priority' destinations where you operate with the most pressing child labour issues that you would like to focus on and monitor how your operations there are impacting on child labour. When you are developing new itineraries and trips consider

whether your operations along a new route will potentially aggravate or alleviate child labour issues in the destination. Pressurise destinations which have not ratified the two ILO child labour conventions (No. 138 and 182). Carry out regular social audits and research especially in those destinations with high levels of child labour. Try to map where your operations come across child labour, the types of jobs children do and the reasons why they are working.

2 Investigate the causes of child labour in destinations and take action

Develop an awareness of the causes of child labour in destinations and investigate how you as a company can tackle those. For example: if poverty is the main cause then develop pro-poor tourism activities that benefit local families, if lack of access to education is an issue then support education projects, if lack of decent work for adults is a problem then support projects that help adults acquire skills and set up small businesses.

3 Develop a No Child Labour Code for the tourism industry

Help formulate a Child Labour Free Tourism Code and guidelines with and for the tourism industry. Work in partnership with other travel companies, tourism organisations and employers' organisations. Build bridges with trade unions, law enforcement authorities and labour inspectorates to ensure children go to school rather than work.

4 Develop a No Child Labour company code or policy

Develop a company Child Labour Code of Conduct or No Child Labour Policy which clearly states that all forms of child labour are unacceptable. Ensure that this Code or Policy is based in international conventions and complies with national and local legislation. Publish this code or policy on your company website. Report annually on activities aimed at reducing child labour in destinations and monitor progress.

5 Remove under age children and provide alternatives

Follow minimum age provisions and develop mechanisms for age verification during recruitment as well as child labour detection mechanisms. Implement pro-active investigations and allow a third-party to monitor and verify your actions against child labour. Remove any children below legal working age and ensure that children currently employed at any stage in the supply chain are transferred to full-time education. Whenever possible, transfer the jobs done by children to their parents or other close relatives, or offer them alternative suitable employment. If possible, interview former child workers discovered and removed from your supply chain and try to find out what the employment status of the parents is and what educational opportunities are like in the area. Help seek viable alternatives and access to adequate services for the children and their families. It may be beneficial to not only provide education or training but also a health check and necessary treatment. Older children can be provided with training that will help them find jobs once they reach working age. Parents can also be provided with skills training. Where feasible, establish facilities such as crèches and day-care centres for employees, to help them keep their young children out of work.

6 Carefully select, inform, educate and check suppliers

Make it explicit in contracts with your supplier(s) that child labour will not be tolerated at any point along the supply chain. Exercise your influence on your suppliers and business partners to combat child labour, especially in emerging economies. Select suppliers carefully: opt for those with strong responsible tourism credentials. Encourage them to get national or international responsible tourism or fair trade certification where that is possible. If necessary, provide child

labour training and check your supply chain regularly. Pay a fair price to suppliers so that enables them to avoid child labour and hire adults instead. In countries where wages are not determined collectively or by minimum age regulation then ensure that adult wages take into account the needs of their whole family. If necessary, adjust other elements of your company's sourcing policy with a view to implementing your company's 'no child labour' policy.

7 Educate and mobilise staff

Involve your own staff: inform them of your company's action plan against child labour and raise awareness by providing training on the rights of children and on how to stop child labour. Remind your local staff that they are the 'eyes and ears' of the company and that they should report any incidences of child labour to management. Include questions on child labour in staff feedback on operations. Encourage them to research fair trade shopping or child-labour-free outlets and restaurants. Support them in their endeavours to educate local suppliers on child labour issues.

8 Educate clients

Inform clients about child labour issues and give them guidance on how to behave when they see children working. Give guidance on giving money to begging children and buying craft or souvenirs from children. Ask them child labour related questions in feedback forms.

9 Work together with stakeholders in the tourism industry

Join sector-wide multi-stakeholder initiatives and partnerships in the tourism industry that can tackle child labour in a holistic manner.

10 Work with NGO's in destinations

Work with local and international NGO's that help children out of work and back to school and support adults in job training and the setting up of small businesses in the destinations that you visit. Try to address the specific challenges faced by children from discriminated and marginalised groups in destinations so that they can make the transition from work to school.

Notes on Appendices

For an overview of the types of work children do in tourism destinations (based on C. Plüss) see Appendix 1

For an overview of the recommendations including possible Key Performance Indicators (KPI's) for reporting see Appendix 2.

For other useful web links and guidance for travel companies working on tackling child labour see Appendix 3.

For a recent Child Safe Tourism interview with Jane Crouch from Intrepid Travel on Child Protection see Appendix 4.

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Appendix 1: Types of work children do in tourism destinations (C. Plüss, 1999, p. 27)

Sectors	Workplace	Occupations
Accommodation	Hotels, holiday resorts, boarding houses, guesthouses, lodges, bed and breakfast places, rooms in private homes; subcontractors such as laundries, cleaning firms	Receptionists, baggage attendants, bell-boys, lift-boys, chambermaids, room-boys, domestic servants, grooms, porters, garden hands; helpers in laundry and ironing, cleaners
Catering food and beverage	Restaurants, cafes, teashops, snack bars, beer gardens, pubs, bars, beach shacks, street stands, itinerant food vending stalls	Kitchen and scullery helpers, dishwashers, water-carriers, cleaners, waitresses and waiters, delivery boys, vendors of fruit, snacks and ice-cream
Excursions, recreational activities, entertainment industry	Excursion sites, tourist sightseeing spots, sport and beach activities, fitness centres, animal shows, circuses, folklore performances, casinos, nightclubs with go-go dancing, massage salons, brothels	Tour guides, vendors of postcards or tickets, flower girls, "photo models", shoeshine boys, beggars, beach cleaners, caddies and "umbrella girls" on golf courses, attendants in surf and diving schools, attendants for pony rides, "Thai boxers", snake and crocodile exhibitors, acrobats, divers for pennies, beach boys, "hospitality girls", "guest relations officers", dancers, masseuses, prostitutes, and procurers
Tour operating and transport	Travel agencies, airports, train stations, bus and taxi firms, excursion and transfer boats	Small handling agents, errand-boys, baggage attendants, bus attendants, car washers and guards, ship-boys, deckhands, porters (on trekking tours)
Souvenir production	Wood carving and plastic processing, textile industry, sewing shops, straw and palm leaf manufacturing (mat weaving, etc.), shell, coral and mother-of-pearl processing, carpet-weaving, tanning, leather production, lacquer industry, precious stones mining, gem industry	Manufacturers of all kinds, shell and pearl divers
Selling of souvenirs	Shops, hotel boutiques, stands, itinerant sales activities on streets and beaches	Souvenir vendors of all kinds

Source: http://www.akte.ch/uploads/media/Quick_money_easy_money.pdf

Appendix 2: 10 Actions for travel companies on child labour including possible KPI's

1 Know your destinations

Develop an awareness of countries and regions where there is a greater likelihood of child labour. If possible, create a list of 'priority' destinations where you operate with the most pressing child labour issues that you would like to focus on and monitor how your operations there are impacting on child labour. When you are developing new itineraries and trips consider whether your operations along a new route will potentially aggravate or alleviate child labour issues in the destination. Pressurise destinations which have not ratified the two ILO child labour conventions (No. 138 and 182). Carry out regular social audits and research especially in those destinations with high levels of child labour. Try to map where your operations come across child labour, the types of jobs children do and the reasons why they are working.

Possible KPI's:

- Number of destinations with a greater likelihood of child labour.
- Number of 'priority' destinations with most pressing child labour issues.
- Number of new itineraries that have been researched and developed which take child labour impacts into account.
- Number of destinations that the company has pressurised to ratify ILO child labour conventions.
- Number and frequency of research carried in 'priority' destinations with most pressing child labour issues.

2 Investigate the causes of child labour in destinations and take action

Develop an awareness of the causes of child labour in destinations and investigate how you as a company can tackle those. For example: if poverty is main cause then develop pro-poor tourism activities that benefit local families, if lack of access to education is an issue then support education projects, if lack of decent work for adults is a problem then support projects that help adults acquire skills and set up small businesses.

Possible KPI's:

- Numbers of destinations where causes of child labour were researched.
- Descriptions of causes of child labour.
- Number and type of actions taken to tackle child labour in destinations.

3 Develop a No Child Labour Code for the tourism industry

Help formulate a Child Labour Free Tourism Code and guidelines with and for the tourism industry. Work in partnership with other travel companies, tourism organisations and employers' organisations. Build bridges with trade unions, law enforcement authorities and labour inspectorates to ensure children go to school rather than work.

Possible KPI's:

- Existence and description of a Child Labour Free Tourism Code and guidelines.
- Existence and description of partnerships with other members of tourism industry.

4 Develop a No Child Labour company code or policy

Develop a company Child Labour Code of Conduct or No Child Labour Policy which clearly states that all forms of child labour are unacceptable. Ensure that this Code or Policy is based in international conventions and complies with national and local legislation. Publish this code or policy on your company website. Report annually on activities aimed at reducing child labour in destinations and monitor progress.

Possible KPI's:

- Existence and description of a Child Labour Code of Conduct or No Child Labour Policy

5 Remove under age children and provide alternatives

Follow minimum age provisions and develop mechanisms for age verification during recruitment as well as child labour detection mechanisms. Implement pro-active investigations and allow a third-party to

monitor and verify your actions against child labour. Remove any children below legal working age and ensure that children currently employed at any stage in the supply chain are transferred to full-time education. Whenever possible, transfer the jobs done by children to their parents or other close relatives, or offer them alternative suitable employment. If possible, interview former child workers discovered and removed from your supply chain and try to find out what the employment status of the parents is and what educational opportunities are like in the area. Help seek viable alternatives and access to adequate services for the children and their families. It may be beneficial to not only provide education or training but also a health check and necessary treatment. Older children can be provided with training that will help them find jobs once they reach working age. Parents can also be provided with skills training. Where feasible, establish facilities such as crèches and day-care centres for employees, to help them keep their young children out of work.

Possible KPI's:

- Number of under-age children detected and removed from your operations
- Number of removed children transferred into full-time education
- Number of adults or relatives that have taken over jobs done by under-age children.
- Number of former child workers interviewed.
- Number and description of alternative services provided to former child workers and their families.
- Number of parents provided with skills training.
- Number of child care facilities established for company employees.

6 Carefully select, inform, educate and check suppliers

Make it explicit in contracts with your supplier(s) that child labour will not be tolerated at any point along the supply chain. Exercise your influence on your suppliers and business partners to combat child labour, especially in emerging economies. Select suppliers carefully: opt for those with strong responsible tourism credentials. Encourage them to get national or international responsible tourism or fair trade certification where that is possible. If necessary provide child labour training and check your supply chain regularly. Pay a fair price to suppliers so that enables them to avoid child labour and hire adults instead. In countries where wages are not determined collectively or by minimum age regulation then ensure that adult wages take into account the needs of their whole family. If necessary, adjust other elements of your company's sourcing policy with a view to implementing your company's 'no child labour' policy.

Possible KPI's:

- Existence and description of Child Labour clauses in contracts with suppliers in your supply chain.
- Number and description of suppliers selected with strong responsible tourism credentials.
- Number, frequency and description of training on child labour provided to suppliers.
- Existence and description of fair prices and wages to suppliers.

7 Educate and mobilise staff

Involve your own staff: inform them of your company's action plan against child labour and raise awareness by providing training on the rights of children and on how to stop child labour. Remind your local staff that they are the 'eyes and ears' of the company and that they should report any incidences of child labour to management. Include questions on child labour in staff feedback on operations. Encourage them to research fair trade shopping or child-labour-free outlets and restaurants. Support them in their endeavours to educate local suppliers on child labour issues.

Possible KPI's:

- Existence and description of methods of informing staff on the company's Child Labour action plan and policy.
- Number and frequency of training sessions for staff on the rights of children and on how to stop child labour in destinations.
- Number of staff trained.
- Number and description of reported incidences of child labour in destinations by staff.
- Number and description of questions on child labour issues in staff feedback on operations.
- Number of fair trade or child-labour-free shopping outlets and restaurants collated by staff.

- Existence and description of company support to staff to educate local suppliers on child labour issues.

8 Educate clients

Inform clients about child labour issues and give them guidance on how to behave when they see children working. Give guidance on giving money to begging children and buying craft or souvenirs from children. Ask them child labour related questions in feedback forms.

Possible KPI's:

- Existence and description of different methods of informing clients on child labour issues in destinations.
- Existence and description of guidance given to clients on how to behave when they see children working for examples as beggars or as souvenir/craft sellers.
- Number of clients informed.
- Existence and description of questions on child labour in clients feedback forms.
- Number of feedback forms with child labour questions returned.

9 Work together with stakeholders in the tourism industry

Join sector-wide multi-stakeholder initiatives and partnerships in the tourism industry that can tackle child labour in a holistic manner.

Possible KPI's:

- Existence and description of multi-stakeholder initiatives and partnerships in the tourism industry that the company has joined.

10 Work with NGO's in destinations

Work with local and international NGO's that help children out of work and back to school and support adults in job training and the setting up of small businesses in the destinations that you visit. Try to address the specific challenges faced by children from discriminated and marginalised groups in destinations so that they can make the transition from work to school.

Possible KPI's:

- Existence and description of NGO's that company is cooperating with in destinations.
- Number of projects that tackle child labour the company is supporting.
- Financial contribution to projects supported.
- Estimated number of children (from marginalised groups) benefitting from company support.

Appendix 3 Useful resources for guidance on child labour

IGO's and NGO's

AKTE, Switzerland

<http://www.akte.ch/index.php?id=232>

Child Labour Platform Report 2010-2011

<http://www.stopchildlabour.eu/Stop-Childlabour/News-Items/Child-Labour-Platform-Report-2010-2011>

Child Safe Tourism, Resources for Industry

<http://www.childsafetourism.org/industry/>

Child Safe Tourism, Sample Child Protection Policy

http://www.childsafetourism.org/wp-content/uploads/2013/01/Sample_Child_Protection_Policy.pdf

Child Safe Tourism, The Tourist Perspective Report 2012

<http://www.childsafetourism.org/wp-content/uploads/2013/02/Child-Safe-Tourism-Report.pdf>

ECPAT, UK

<http://www.ecpat.org.uk/content/legal-policy-standards>

Equations, India

http://www.equitabletourism.org/tourism_details.php?AID=60

Friends International, ChildSafe campaign, South East Asia

<http://www.friends-international.org/childsafecampaigns.asp?mm=cs&sm=ccam>

<http://www.thinkchildsafesafe.org/>

<http://www.thinkchildsafesafe.org/en/content/tip2/tip2.html>

<http://www.thinkchildsafesafe.org/en/content/tip3/tip3.html>

<http://www.thinkchildsafesafe.org/thinkbeforevisiting/>

ILO, Global

<http://www.ilo.org/global/topics/child-labour/lang--de/index.htm>

IPEC, Global

<http://www.ilo.org/ipec/lang--en/index.htm>

MV Foundation, India

<http://www.mvfindia.in/>

Stop Child Labour, Europe

<http://www.stopchildlabour.eu/>

Stop Child Labour, Action Plan for Companies to Combat Child Labour

<http://www.stopchildlabour.eu/Stop-Childlabour/What-you-can-do/As-a-company-or-organisation>

Stop Child Labour, Information about Child Labour Free Zones

<http://www.stopchildlabour.org/Stop-Childlabour/What-we-do/Our-approach/The-solution-Child-Labour-Free-Zones>

Stop Child Labour video on Child Labour Free Zones

<http://www.youtube.com/watch?v=sV6ktTsLbB8>

The Code, Global

<http://www.thecode.org/responsible-tourism-company-why-not-join-us/>

Child Labour and Tourism

UNWTO, Presentation on child labour in tourism, Global
<http://ethics.unwto.org/sites/all/files/docpdf/presentationofmsnoguchi.pdf>

UNWTO, Protect Children Campaign
<http://ethics.unwto.org/en/content/protect-children-campaign>

Tourism Certification

Fair Trade in Tourism South Africa (FTTSA), South(ern) Africa
www.fairtourismsa.org.za

Travelife, Europe
www.travelife.eu

Global Sustainable Tourism Criteria (GSTC), Global
<http://www.gstccouncil.org/sustainable-tourism-gstc-criteria.html>

TourCert CSR, Germany
<http://www.tourcert.org/index.php?id=tourcert&L=1>

Excursions tackling child labour

Kanchipuram Child Labour Alleviation tour, India
<http://www.responsibletravel.com/thingstodo/1547/kanchipuramhttp://ladli.org/visit%20ladli%20PAG1.htm-tour-child-labour-alleviation>

Ladli, Free Visit to Vocational Training program for Street Children, Jaipur, India
<http://ladli.org/visit%20ladli%20PAG1.htm>

Appendix 4: Child Safe Tourism Interview with Jane Crouch from Intrepid Travel (April 11, 2013)

Intrepid Travel's commitment to child protection in tourism

Helping to protect children from exploitation has been a core commitment of global adventure travel company, Intrepid Travel, since they began operating trips in South East Asia in 1989. They are operating in more than 120 countries across the world and are taking almost 100,000 travellers on trips every year. Child Safe Tourism (CST) spoke to Intrepid's Responsible Travel Manager, Jane Crouch (JC), to find out what drives them to make child protection a key priority in the way they operate.

CST: How did Intrepid come to be so proactive on child protection matters?

JC: From the earliest days of Intrepid's operations, our local staff, particularly our group leaders (who now number more than 300 in Asia), saw the vulnerability of children in tourism destinations and witnessed some very concerning behaviour from foreigners, some of whom would unfortunately exploit them. They often observed young children working in vulnerable situations, such as:

- selling flowers, postcards and trinkets in Vietnam.
- begging on the streets in Laos.
- working in nightclubs in renowned prostitution areas in Thailand.
- performing shows for tourists in 'orphanages' in Cambodia.

As Intrepid staff became increasingly familiar and friendly with these local children they began to better understand their challenges. They became eager to help create a better tourism environment for them – to ensure local children benefited from tourism, rather than perpetuate their existing predicaments. Ultimately, tourism should be beneficial to both the visitor and the host communities, and the safety and future of children is an integral element of this relationship.

CST: How does Intrepid support the work of child protection organisations in the region?

JC: Intrepid Travel has collaborated with NGOs in the region that focus on child protection, such as ECPAT (Child Wise), ChildSafe (Friends International) and Project Childhood (World Vision). These organisations have provided insights into the enormity of the problem, and also suggested ways in which Intrepid could help, resulting in incredible mutual value for both the NGOs and Intrepid. We are able to transfer donations, foster publicity, facilitate links into the travel industry and distribute educational materials to travellers. In return, they have been able to provide training to our staff, as well as expert advice and guidance on the issue of child exploitation and how we can help protect children.

CST: How do you engage Intrepid travellers on the issue of child exploitation and empower them to be proactive in creating a safer tourism environment?

JC: We pass on the knowledge and information we have learnt onto our customers, so they can make the most informed choices. During our trips we teach them how to be responsible travellers and take them to businesses and other social enterprises that support vulnerable youth and families.

Visiting orphanages has also become a common request from customers in recent years. These queries are often well-intended but show a lack of awareness and knowledge about the negative effects that orphanage tours can have on the children. So Intrepid uses these opportunities to educate travellers on what they should and shouldn't do in regards to interactions with local vulnerable children.

CST: How do you train Intrepid staff on these sensitive matters?

JC: Since 1999 Intrepid has been training staff in Southeast Asia on how to protect children from abuse, especially those living and working in tourism destinations. This training supports the responsibility we take on acting and reporting by teaching our group leaders what to do when they notice suspicious behaviour.

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We have been able to incorporate the key lessons from this training into our group leader training all around the world. This awareness has led to Intrepid staff making several reports to local authorities and the Australian Federal Police.

We have also instituted formal policies around our groups visiting any schools and other children's institutions, including orphanages. This policy has helped give our staff and travellers an understanding of the more constructive ways to help local vulnerable children. One avenue offered is that Intrepid travellers can donate to well vetted children's organisations through The Intrepid Foundation. This way they can be assured that their support is getting to where it can be best used.

CST: What's next on Intrepid's priority list for protecting children?

JC: We are very eager to find additional organisations to partner with in other parts of the world where we know kids are susceptible to exploitation in tourism – particularly in Africa, Myanmar and Latin America. Just as with NGOs in Asia, they can train staff on child protection issues and help educate customers and provide 'eyes and ears' to look out for the local children.

Source: <http://www.childsafetourism.org/intrepid-travel/>