

The Code promotes the implementation of responsible, sustainable tourism – protecting children from sexual exploitation.

TheCode.org

unicef  Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Join The Code.



We protect children from sex tourism.

About The Code

The Code is an industry-driven, multi-stakeholder initiative with a mission to provide tools and support in order to combat the sexual exploitation of children in contexts related to travel and tourism.

As part of its mission, The Code promotes a tool called the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. This tool consists of the following six criteria, 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 travelers** 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.

Benefits of Membership

Community Engagement

Be a part of our strong network of tourism professionals, who unite to take a stand against the commercial sexual exploitation of children. Your customers, staff and partners will be proud to be involved with your brand as you act proactively for what you believe is right. Moreover, you will get to work with others who have similar values and who also want to take concrete steps to combat these crimes against children.

Risk Mitigation

The Code provides prevention tools that allow companies to mitigate risk and reduce costs by taking the right actions ahead of time to prevent child sex exploitation. An ounce of prevention is worth a pound of cure, and in this case, it can also prevent sexual exploitation of children.

Competitive Edge

Joining The Code provides the opportunity to get ahead of competitors in the sphere of responsible tourism. As consumers begin to pay more attention to responsible brands, joining The Code represents a big step towards being branded as an ethical provider within the tourism industry.

Why Join The Code

You can make a difference

As tourism professionals, you are in an unique position to combat sexual exploitation of children. You have direct contact with tourists, colleagues and the local tourism community. Your company can make a difference by joining The Code and implementing it as part of your responsible tourism or corporate social responsibility initiative. The Code's six criteria is a practical tool to integrate child protection mechanisms into your company.

How to join?

Any tourism company or business can join The Code in a few simple steps. Membership fees start at just €50 per year, depending on annual business revenue. Members get access to our member portal that provides step-by-step guidance on implementation, e-learning, workshops, and newsletters among other benefits.

The annual membership fee for The Code is based on the company's total annual revenue per year. It is divided into four categories and the membership fees are 50, 300, 800 or 2,000 € per year.

Categories (Euros € / per year):

- 1: Revenues under 500,000 € per year = 50 € per year
- 2: Revenues between 500,000–2.5 million € per year = 300 € per year
- 3: Revenues between 2.5–50 million € per year = 800 € per year
- 4: Revenues over 50 million € per year = 2,000 € per year

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