



**Novel Strategies to Fight Child Sexual Exploitation and
Human Trafficking Crimes and Protect their Victims**

H2020 – 101021801

www.heroes-fct.eu

**D5.7 Sexual exploitation of children in the
context of travel and tourism campaign
awareness**

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Abstract (for dissemination)	
Human trafficking and the commercial sexual exploitation of children and adolescents are serious problems that have also been extended to tourism, which makes it essential to address the problem and prevent it in this context. A campaign has been designed centred on the dissemination of information about the topic, reporting routes and hotlines, and the promotion of responsible tourism. The report describes the process carried out to design and execute the campaign in four phases: desk research, presentation to key partners, employee training, and campaign design and dissemination. The campaign focuses on the dissemination of information and the promotion of responsible tourism, which can contribute significantly to the prevention of these crimes.	
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Executive summary

The Renacer Foundation has developed a prevention campaign as part of the HEROES project, to promote the commitment of companies to respect human rights in their supply chains, specifically in the tourism sector. The campaign seeks to promote a protective environment for children and adolescents, in collaboration with civil organizations and state institutions.

For this, the campaign "Juntos cambiemos el rumbo de la historia - Together let's change the course of history" has been designed as a message to unite efforts and interests in the protection of children and adolescents against human trafficking and commercial sexual exploitation of children.

This document presents a frame of reference that contemplates the commitments of companies with human rights, their responsibilities, and legal obligations, as well as the denunciation and reporting actions that can be carried out for the protection of children and adolescents. The strategic plan that will be carried out is also described, based on Fundación Renacer's previous experience and which contemplates a prior investigation of the context and the identification of key partners for the development of high-impact actions.

The strategic plan also includes a training process for employees and collaborators of each company that joins the campaign, so that they can identify situations of risk or commission of crimes and report them. Finally, communicative pieces and audio-visual materials will be developed that will be directed mainly at travellers and tourists, for the recognition of sexual exploitation and human trafficking as crimes.

The document presents the progress in each of the phases proposed in the strategic plan, in collaboration with the associated partners.

Preliminary results:

In general terms, positive preliminary results have been obtained in the implementation of the project. The initiative has been presented to six key companies in the tourism sector, including Avianca, Airbnb, UBER, Carnaval de Barranquilla, the Ernesto Cortissoz Airport in Barranquilla (in which received more than 2.5 million people travelled through in 2022), and the company SACSA, who manages the Rafael Núñez Airport in Cartagena (in which 6.5 million people travelled through in 2022)

Awareness and training processes have been proposed for the employees and collaborators of these companies (to date it has already begun in Cartagena) as well as the dissemination of communication pieces that have reached nearly 200,000 people during the Barranquilla carnival. In addition, it has been possible to establish the creation of an information card that will be included in the airplanes of the Avianca airline, a strategic action since it is the air transport company with the highest passenger mobilisation in the tourism sector in Colombia, indeed in 2022 only, Avianca transported to more than 15 million people, which guarantees a massive and permanent reach of the initiative and will allow taking the prevention message not only to a national sphere but also possibly to have a presence in international operations.

1. Introduction

Human trafficking and the commercial sexual exploitation of children and adolescents are serious problems that affect millions of people around the world. These nefarious practices have also extended to the context of tourism, where travellers can contribute to the perpetuation of these crimes based on logic, beliefs, and social practices that make the crime invisible and generate its normalisation. Therefore, it is essential to address this problem and prevent it including in the field of tourism.

With this objective, a campaign has been designed focusing on the dissemination of information on the subject, the routes for denouncing or reporting situations, and the promotion of responsible tourism. This report describes the process carried out to design and execute the campaign in four phases:

In the first phase, a preliminary investigation was carried out on previous documents and strategies, as well as on the dynamics of tourism. This research allowed the Renacer Team to better understand the problem and its causes, as well as to identify strategies and good practices that have been successfully implemented in other places. In the second phase, the proposal was presented to key partners considering its relevance in the context of travel and tourism. In the third phase, the training of the employees of the companies that join the strategy was carried out, since they are the ones who could have direct contact with tourists and may be able to identify suspicious situations and report them. Therefore, they must be provided with the necessary information and tools to detect and prevent human trafficking and commercial sexual exploitation in the context of travel and tourism. Finally, in the fourth phase, the campaign will be designed and disseminated. This implies the creation of information and advertising material, such as brochures, posters, or advertisements on social networks, as well as the identification of the appropriate channels for its dissemination. The campaign can also include actions such as the direct work with tourists or the promotion of responsible tourism activities in hotels, airports, hostel among others. The dissemination of the campaign is essential to sensitize tourists and society in general about the importance of preventing human trafficking and commercial sexual exploitation in the context of tourism.

In conclusion, the design and execution of the campaign to prevent human trafficking and commercial sexual exploitation in the context of tourism are of vital importance to combat these practices that violate human rights. The designed campaign focuses on the dissemination of information and the promotion of responsible tourism, which can significantly contribute to the prevention of these crimes. The four phases of the process, from pre-research to campaign dissemination, are critical to ensuring the success and effectiveness of the strategy. It is important that society in general become aware of this problem and join in the prevention of these practices that affect millions of people, especially girls, boys, adolescents, and women throughout the world.

2. Objective of the Task

Design a prevention campaign on the prevention of child Sexual Exploitation (CSE) and Trafficking in Human Beings (THB) in the context of travel and tourism, focusing on activities such as the dissemination of information about the issue and the applicable laws and awareness information to potential travellers promoting responsible tourism.

3. Frame of Reference

Design a prevention campaign on the prevention of child Sexual Exploitation (CSE) and Trafficking in Human Beings (THB) in the context of travel and tourism, focusing on activities such as the dissemination of information about the issue and the applicable laws and awareness information to potential travellers promoting responsible tourism.

3.1. Tourism Ethical Framework Convention

The convention drafted by the World Tourism Organization in 2020, is built on the nine ethical principles of the tourism code of ethics and although it is not binding, it establishes a reference framework for responsible and sustainable tourism. In this sense, for the development of this task, special emphasis is given to some of the principles that constitute lines of action that justify and support the reasons why the interested parties can support and implement their prevention exercise.

By the foregoing, the Convention establishes:

Article 4: Contribution of Tourism to mutual understanding and Respect between Peoples and Societies

(5)

In their travels, tourists should avoid any criminal act or act considered criminal by the laws of the country they are visiting, and any behaviour that may be offensive or hurtful to the local population.

Article 5: Tourism as an Instrument of Personal and collective fulfilment

(2)

Tourism activities should respect the equality of men and women. They should also promote human rights and, in particular, the specific rights of the most vulnerable population groups, especially children, the elderly and people with disabilities, ethnic minorities, and indigenous peoples.

(3)

The exploitation of human beings, in any of its forms, especially sexual, and particularly when it affects children, contradicts the fundamental objectives of tourism and constitutes a denial of its essence. Therefore, by international law, it should be actively combated with the cooperation of all interested States, and rigorously sanctioned in the national laws of the countries visited and of the countries of the perpetrators of these acts, even when they have been committed abroad.

Article 9: Responsibilities of tourism development agents

(1)

States Parties should ensure that tourism professionals provide tourists with objective and truthful information on destinations and travel, reception, and stay conditions. (World Tourism Organization, 2020)

Although there are more founding principles or values in the convention, those mentioned are directly related to the dynamics of CSE in travel and tourism and highlight the role that tourism service providers must assume, which forms the rationale for the design and construction of the campaign of prevention.

3.2. Companies and Human Rights.

Regarding the protection and guarantee of human rights, the state is the only one that, in “legal” terms, must take care of and guarantee said rights; however, it has been shown that the private sector must become more and more involved in the supporting this endeavour. This includes accompanying and strengthening the work of the state in terms of preventing violations of rights. In this sense, the founding principles of business and human rights of the United Nations proposed that all companies should promote respect for human rights and

support the state in protecting the guarantee of human rights; this implies, actions such as taking the pertinent measures to identify, prevent, mitigate and respond to the risks of affectations to human rights derived from its operations as well as collaborating with the state by taking actions to remedy the damage to human rights within the framework of its business development. In this sense, the guiding principles establish aspects that are useful for this task.

3.3. The responsibility of companies to respect human rights.

This principle establishes that companies must take all measures to prevent or refrain from violating the human rights of third parties, establishing strategies to deal with the negative consequences in which they directly or indirectly have some type of participation.

In this sense, the guiding principles of business and human rights establish that companies must:

1. Prevent, within the framework of their commercial activities, from causing or contributing to negative consequences on human rights and must respond and act diligently when such consequences occur.
2. Likewise, companies must focus efforts and clear actions that reduce or mitigate the negative consequences on the rights directly related to operations, products, or services within the framework of their commercial relations (supply chain) even if they have not contributed to generating said damages. (United Nations, 2011)

3.4. Due diligence in human rights

Due diligence in human rights implies the proactive management of real or potential risks in which a company may or may not be directly involved, in terms of human rights. This includes four basic components:

- Identify and evaluate the real or potential adverse effects on human rights that the company has caused or contributed to cause through its activities, or that are directly related to the operations, products, or services provided by its business relationships.;
- Integrate the results of the impact assessments into relevant business processes, and take appropriate action based on their share of the impact;
- Monitor the effectiveness of measures and processes taken to counter adverse human rights effects to see if they are working;
- Communicate on how adverse effects are addressed and demonstrate to interested parties – particularly those affected – those appropriate policies and processes are in place. (United Nations, 2018).

Considering the above, it is concluded that for companies: "Potential impacts must be responded to with prevention or mitigation measures, while real impacts —those that have already occurred— must be remedied" (United Nations, 2011).

4. Design of the Campaign.

From Fundación Renacer's experience in the development processes of prevention communication strategies, there are some key elements that need to be implemented for them to have an impact and be sustainable over time. The foregoing is part of the communication approach for social change, an approach that allows collective construction processes with the participation of multiple stakeholders on a common issue - in this case, the prevention of CSE and THB - and that is focused on the protection and defence of human rights.

In this way, Fundación Renacer has been promoting over the last few years different spaces for dialogue with actors from different sectors such as the community, business, public and educational sectors, among others, and from this, for this construction process, the information about perceptions and stereotypes, investigating the risks and impacts of the crime of trafficking in persons, especially related to the context of travel and tourism; This information comes from different social methodologies applied in workshops, social laboratories, and focus groups developed during the last three years in the cities of Cartagena, Barranquilla, Riohacha, and Cúcuta.

Based on the above ¹, the communication strategy hopes to publicise and make visible commercial sexual exploitation and human trafficking in the travel and tourism sector, as crimes and violations of rights, as well as those beliefs, attitudes, social practices and imaginaries, and perceptions that, on the one hand, make invisible or deny or, on the other hand, normalize and promote violence against children. Finally, it is hoped that from this perspective, the occurrence of situations of violence against boys and girls can be stopped and the active avoidance of potentially risky situations promoted, so it is essential to spread information on the hotlines and complaints existing in the territory.

4.1. Approaches

Taking into account the preferences, forms, languages, and communicative supports, thinking in our target audiences was one of the big challenges of the scenario of dialogue and construction of the strategy, since we worked under the differential approach, especially considering the sociocultural, the gender, and generational component.

Sociocultural approach: The actions vary according to the place in which they are implemented and the target group to which they are addressed, differentiate needs according to each context, and propose appropriate solutions to it.

Gender approach: Considers the differences between men and women in terms of their needs and opportunities, which is why they require differentiated communication tools.

Generational approach: Take into account age differences and their different development processes. There are different needs in terms of information, education, and communication.

4.2. Communication strategy

Name: Together let's change the course of history

¹ It refers to the use of communication strategies to raise awareness, encourage participation and promote change on social and political issues. It implies the use of media and communication channels to inform, persuade and mobilize people to take action to address social problems, such as poverty, discrimination, violence, inequality, social exclusion, among others.

Communication for social change focuses on creating a meaningful and participatory dialogue between social actors, to identify and solve social problems collaboratively. This implies the creation of an environment of trust, respect and solidarity to involve people in the process of social change. See: Gumucio- Dagron, A., (2011). Communication for social change: key to participatory development. *Sign and Thought*, XXX (58), 26-39.

Rationale: For several years, different entities have worked on campaigns against human trafficking, however, in Colombia one campaign has not been created exclusively for travel and tourism companies (air transportation, online travel agencies, and online platforms). transport), which due to its dynamics, although they are not the cause of the exploitation neither of the human trafficking, their infrastructure does facilitate the occurrence of these criminal dynamics.

"Together let's change the course of history" is a key message that seeks to articulate various local, national, and international campaigns, emphasizing the importance of prioritizing what is most important, childhood and adolescence, and combining joint efforts. With this campaign, we invite people who, together with the company, join in changing the course of a story of sadness, pain, and vulnerability suffered by millions of girls, boys, and adolescents in the world who suffer sexual exploitation and human trafficking being all co-responsible for their care. This campaign seeks to teach the population not to normalise those actions that can lead to this crime and to have the necessary information to make reports in a timely and adequate manner.

Communication concept: In tourism contexts, we protect children and adolescents from human trafficking and commercial sexual exploitation.

4.3. Image

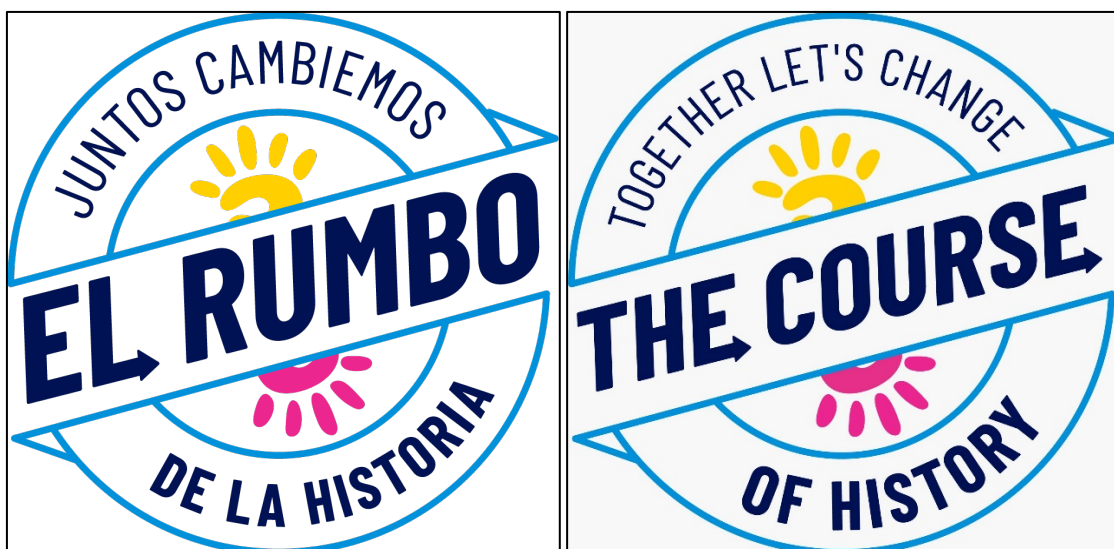


Figure 1: Image of the Campaign – Spanish and English Version

The image is inspired by a seal that "certifies" that whoever participates or interacts with it, joins a team or alliance to fight against the commercial sexual exploitation of girls, boys and adolescents and assumes the commitment to contribute to changing the history of girls, boys and adolescents victims of these serious violations of their rights. The hands symbolize action and protection, they are the ones that allow us to execute the changes. In the same way, the "L" (or "E" on the English version) with an arrow represents this transformation or change of course ².

² Although an image of its own is designed for the campaign, in some cases it may not be used due to the agreements established within the framework of strategic alliances, especially intersectoral ones, however, the HEROES logo will be present, and also that of Fundación Renacer.

4.4. Dissemination plan

General objective

Discourage demand and prevent the occurrence of commercial sexual exploitation and trafficking of children and adolescents in the context of travel and tourism.

Specific objectives

- Provide key information regarding the crimes of commercial sexual exploitation of children and adolescents and human trafficking.
- Contribute to the demystification of social imaginaries and attitudes that normalize and make possible scenarios where this crime is carried out.
- Encourage the reporting of possible cases of THB or CSE.
- Generate awareness about the importance of caring for children and adolescents in the context of travel and tourism.

4.5. Target audience

Cabin crew, pilots, drivers, security personnel, service personnel, travellers and tourists.

4.6. Media

For the dissemination of this communication plan, both physical and digital media are contemplated through the use of channels that achieve a greater reach to the target audience, understanding the dynamics and the context in which the audience remains.

4.7. Character of the campaign.

Per the established objective, the campaign should be focused on deterring the demand for CSEC and human trafficking. This implies that the messages should be aimed at promoting a change in the attitudes, beliefs, and practices of tourists and travellers concerning the request for access to girls, boys, and adolescents for sexual purposes, recognising possible sanctions and legal frameworks that frame the crime.

In a complementary way, it would have to have a persuasive character, understanding it as a call to a particular action. In this case, generate complaints and notify authorities about the commission of these crimes.

5. Planned Actions – Strategic Plan

The process will be carried out in four fundamental stages:

The first phase is an investigation of some dynamics of tourism in Colombia, especially tourism that uses airlines and airports as a means of transportation. Likewise, a review of previous experiences in terms of prevention in the travel and tourism environments will be carried out to identify opportunities and fields that have not been used.

The second phase will be the identification, contact, and establishment of strategic alliances with the partners that are considered key to having a significant reach and trying to maximize the available resources. In this sense, it will not only be the companies that can join the campaign, but other possible actors that want to promote the initiative, which includes civil society organizations, state entities, or international cooperation organizations. In the case of companies, there will be three selection criteria:

- Being a company in the travel and tourism sector with an international reach.
- Not be penalized for situations of violation of human rights.
- That its corporate policies contribute to the sustainable development of tourism and the defence of human rights.

The third phase consists of the training process of employees and contractors of the companies that join the design and implementation of the communication strategy. It is a requirement that, at least, pedagogical actions and information dissemination can be generated towards the employees and collaborators of the participating partners. This is because, from the experience of Renacer, the dissemination of information on a campaign or strategy must be accompanied by this training process since employees and collaborators must understand the meaning of the strategy and allow them to become actively involved in prevention of the violation of the human rights of girls, boys, and adolescents and become agents of prevention. This process may be carried out in face-to-face, virtual or mixed modalities, according to the needs and possibilities of each partner that joins the process. Likewise, if companies do not have them, advice will be given on the design of reporting routes, business policies, or corporate actions that reinforce the commitment of each partner who joins the campaign.

Fourth, there will be the phase of design, construction, and dissemination of the strategy. This is the point at which each partner that joins the process carries out the design of the communicative pieces, messages, or interventions that are defined. It is an exercise of will, in which it is the partner who defines the media and communication channels that he will use, as well as the actions that can complement the development of the campaign.

It is important to point out that, according to the particularities of their schedules or the dynamics of each partner, phases 3 and 4 may be developed simultaneously or successively. Similarly, the launch and dissemination of communication pieces will be the responsibility of each partner.

Finally, in the last four months of the project (M32 - M36), the evaluation of the process will be carried out and the final report will be prepared; Likewise, the actions that are pending with each partner will be executed. It is important to note that some dissemination actions will be sustained beyond the duration of the project, but this will be evaluated with each partner.

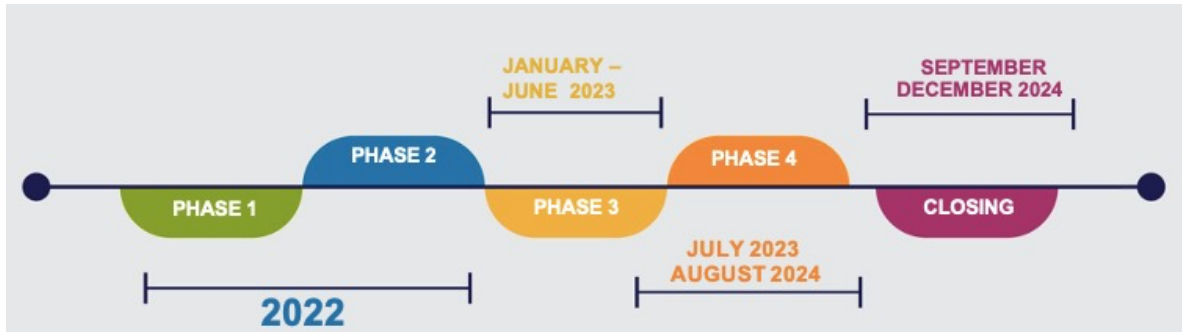


Figure 2: Strategic Plan

6. Actions done

6.1. Phase 1

6.1.1. Office Research

6.1.1.1. Tourism in Colombia

To define the process of key partners in the development process of the prevention campaign, it is essential to determine some main trends or characteristics of the context. Aspects such as the nationalities or main countries of origin of tourists, main tourist destinations, reasons for travel, number of passengers using air transport, and leading airlines in the market.

These are the items that will be detailed and will be the justification for the actions that are carried out during the strategy design process since the campaign is expected to reach as many people as possible.

6.1.1.1.1 Visitors - Tourist

According to figures from the Colombian Association of Travel and Tourism Agencies (ANATO), tourists mainly come to Colombia from the following countries:

Table 1: Main Nationalities of non-resident foreign tourists.

2019		2020		2021		2022	
USA	707,847	USA	231,033	USA	517,128	USA	910,275
Mexico	202,050	Mexico	53,042	Mexico	82,474	Ecuador	243,723
Peru	183,739	Peru	48,550	Peru	65,314	Mexico	240,653
Argentina	183,731	Argentina	46,800	Ecuador	60,289	Peru	188,448
Brazil	164,033	Chile	42,171	Spain	59,971	Chile	137,847
Ecuador	163,273	Brazil	41,121	Panama	52,470	Panama	135,218
Spain	147,460	Ecuador	39,066	Chile	43,768	Spain	130,154
Chile	140,961	Spain	34,283	Brazil	36,338	Brazil	105,859
Panama	114,924	Panama	33,751	Argentina	30,359	Argentina	100,456
France	94,619	Canada	29,018	France	29,821	France	70,305

The United States is the country from which more tourists enter Colombian territory, followed by Mexico, Peru, Ecuador, Argentina and Panama. Of the European Union, Spain and France are the countries that are identified as countries of origin with a certain level of significant participation in tourism. On the other hand, according to figures from the same entity, the departments to which foreign tourists arrive the most are:

Table 2: Destination of arrival of foreigners entering the country.

2019		2020		2021		2022	
Bogota D.C.	1,708,123	Bogota D.C.	414,928	Bogota D.C.	599,058	Bogota D.C.	1,408,457
Bolivar	549,333	Bolivar	160,237	Antioquia	318,266	Antioquia	733,969
Antioquia	507,030	Antioquia	153,153	Bolivar	199,343	Bolivar	550,901
Nariño	349,556	Valle del Cauca	60,468	Valle del Cauca	117,447	Valle del Cauca	226,909
Valle del Cauca	218,767	Norte de Santander	38,193	Atlantic	64,072	Norte de Santander	117,460
Norte de Santander	123,442	Nariño	31,178	Norte de Santander	50,511	Atlántico	91,781
San Andrés	99,219	Atlántico	30,360	Risaralda	22,363	San Andrés	69,171
Atlantic	98,826	San Andrés	27,055	San Andrés	20,375	Magdalena	46,836
La Guajira	55,029	Magdalena	11,299	Cundinamarca	20,129	Risaralda	41,513
Magdalena	40,567	La Guajira	10,565	Santander	18,601	Cundinamarca	35,807

Source: ANATO Elaboration: Renacer Foundation.

Likewise, according to figures provided by the Ministry of Commerce, Industry and Tourism, the main reasons why tourists come to Colombia respond to the following interests:

Table 3 :Reason for travel

2017		2018		2019		2020		2021	
REASON	%	REASON	%	REASON	%	REASON	%	REASON	%
Holidays, recreation and leisure	74.5	Holidays, recreation and leisure	75.5	Holidays, recreation and leisure	72.3	Holidays, recreation and leisure	74.9	Holidays, recreation and leisure	74.1
Business and professional reasons	15.9	Business and professional reasons	14.8	Business and professional reasons	14.2	Business and professional reasons	10	Other motives	11.9
Other motives	6.4	Other motives	6.5	Other motives	6.2	Other motives	9.2	Business and professional reasons	7.1
Education and formation	2.2	Education and formation	2.1	Transit	4	Transit	3.3	Transit	3.5
Health and medical care	0.6	Health and medical care	0.7	Education and formation	2.1	Education and formation	1.1	Health and medical care	1.4
Religion and pilgrimage	0.1	Visits to family and friends	0.08	Health and medical care	0.7	Health and medical care	0.9	Education and formation	0.9
Transit	0.07	Religion and pilgrimage	0.06	Visits to family and friends	0.1	Visits to family and friends	0.3	Visits to family and friends.	0.7
Visits to family and friends.	0.00	Transit	0.04	Religion and pilgrimage	0.05	Religion and pilgrimage	0.07	Religion and pilgrimage	0.1

Source: Ministry of Commerce, Industry and Tourism Preparation: Fundación Renacer.

6.1.1.1.2 Transit and air transport of passengers.

On the other hand, at the level of internal tourism according to figures from the Civil Aeronautics (2023) the movement of passengers within the national territory, has had the following behaviour in the last 4 years:

Table 4 :Internal/national air transport of passengers.

MONTH	YEAR			
	2019	2020	2021	2022
Jan	2,220,281	2,389,315	1,347,308	2,722,388
Feb	1,842,706	2,180,987	1,238,204	2,314,480
Mar	2,083,117	1,301,355	1,586,144	2,738,183
Apr	2,032,556	3,589	1,262,899	2,726,196
May	2,112,936	5,626	1,254,807	2,673,578
Jun	2,275,485	5,821	1,850,203	2,779,840
Jul	2,508,018	8,368	2,093,092	2,986,063
Aug	2,500,705	12,314	2,159,113	2,857,105
Sep	2,337,489	317,389	2,112,203	2,668,826
Oct	2,343,761	659,263	2,207,111	2,769,600
Nov	2,314,443	960,696	2,591,587	2,624,686
Dec	2,520,008	1,313,978	2,833,557	2,816,839
TOTAL	27,091,505	9,158,701	22,536,228	32,677,784

Source: Civil Aeronautics Elaboration: Renacer Foundation.

It is evident that, although there was a significant decrease in passenger air transport in Colombia during 2020 due to COVID-19, in 2022 the recovery was significant and exceeded pre-pandemic levels, demonstrating that the travel sector, especially passenger air transport is a strong and high-impact sector.

In terms of international travel, similarly to the above trends in domestic air transport, there was a decrease in the number of passengers during 2020 but likewise, the recovery during 2022 even exceeds pre-pandemic levels.³

Table 5 :International air passenger transport

MONTH	YEAR			
	2019	2020	2021	2022
Jan	1,323,482	1,191,470	429,173	1,122,060
Feb	1,043,062	1,105,039	285,942	911,339
Mar	1,150,849	638,973	399,087	1,084,151
Apr	1,131,244	8,189	411,134	1,207,984
May	1,127,609	15,204	516,368	1,256,873
Jun	1,206,826	26,032	665,449	1,316,006
Jul	1,266,723	17,133	785,566	1,444,698
Aug	1,265,120	12,842	763,368	1,394,563
Sep	1,120,765	35,993	731,403	1,266,985
Oct	1,144,936	181,506	858,833	1,371,461
Nov	1,146,581	227,813	972,756	1,346,023
Dec	1,281,708	461,913	1,189,806	1,463,003
TOTAL	14,208,905	3,922,107	8,008,885	15,185,146

Source: Civil Aeronautics Elaboration: Renacer Foundation.

Taking into account the above, it is therefore important to identify which are the main companies or airlines that have the greatest incidence in this modality of passenger transport. From this perspective, the airlines that transport the largest number of these passengers internationally are:

Table 6 :Airlines with the highest number of international passenger transport - 2022

INTERNATIONAL				
COMPANY NAME	YEAR – NUMBER OF PASSENGERS			
	2019	2020	2021	2022
AVIANCA	4,328,723	1,043,387	1,567,781	4,128,276
AIR	227,003	164,295	1,210,547	1,996,439
FAST COLOMBIA SAS	786,194	322,726	1,327,436	1,416,768
EASYFLY S.A.	2,007,630	543,615	607,720	1,197,360
ULTRA AIR SAS4	571,150	247,627	752,130	1,080,259
AIR SERVICE TO NATIONAL TERRITORIES SATENA	239,486	113,586	299,129	587,601
AEROREPUBLIC	934,711	167,701	184,600	488,703
AVIANCA EXPRESS	360,647	105,068	189,056	432,613
SEARCA SA	329,642	93,882	140,895	325,660
HELICOL	370,266	114,352	246,299	316,918

Source: Civil Aeronautics Elaboration: Renacer Foundation.

³ The airlines Viva Air and Ultra Air currently have their work suspended and are in the process of investigation by the relevant authorities.

About domestic flights, the airlines with the greatest participation during 2022 were:

Table 7 :Airlines with the highest number of domestic passenger transport - 2022

DOMESTIC				
COMPANY NAME	YEAR – NUMBER OF PASSENGERS			
	2019	2020	2021	2022
AVIANCA	12,778,973	3,564,175	7,768,843	11,259,120
AIR	5,587,419	2,057,494	5,881,012	8,407,203
FAST COLOMBIA SAS	4,127,741	1,740,671	4,883,253	6,629,304
EASYFLY S.A.	2,000,917	731,451	1,424,032	1,917,401
ULTRA AIR SAS	-	-	-	1,437,082
AIR SERVICE TO NATIONAL TERRITORIES SATENA	1,136,152	414,877	889,576	1,040,604
AEROREPUBLIC	389,932	195,777	817,608	881,517
AVIANCA EXPRESS	528,394	218,601	312,587	721,530
SEARCA SA	140,918	52,313	89,338	124,444
HELICOL	64,671	22,549	35,152	50,328

Source: Civil Aeronautics Elaboration: Renacer Foundation.

From this perspective and consistent with what was found with the post-covid-19 recovery and the growth of air transport in Colombia, the country's airports had significant growth in the course of 2022 compared to the previous year, demonstrating that, evidently Bogotá, Medellín (Rio Negro), Cali and Cartagena are the main airports, with the highest number of passengers transported during the last year.

Table 8 :Airports with the highest number of passengers - 2022

Airport	Department	2021	2022 (Jan-Nov)	Growth
BOGOTA - ELDORADO	CAPITAL DISTRICT	22,091,102	32,154,231	46%
RIONEGRO - JOSE M. CORDOVA	ANTIOQUIA	7,916,646	11,942,611	51%
CALI - ALFONSO BONILLA ARAGON	VALLE DEL CAUCA	5,211,765	6,595,105	27%
CARTAGENA - RAFAEL NUQUEZ	BOLIVAR	4,455,787	6,519,497	46%
SIMON BOLIVAR	MAGDALENA	2,552,810	3,425,757	3. 4%
GUSTAVO ROJAS PINILLA	SAN ANDRES	2,440,909	2,782,477	14%
BARRANQUILLA-E. CORTISOZ	ATLANTICO	2,193,236	2,769,573	26%
PEREIRA - MATECAÑAS	RISARALDA	1,651,429	2,429,435	47%
BUCARAMANGA - PALONEGRO	SANTANDER	1,311,574	1,912,059	46%
CAMILO DAZA	NORTH OF SANTANDER	1,003,445	1,470,511	47%
MONTERIA - THE GARZONES	CORDOBA	1,091,313	1,417,977	30%
MEDELLIN - OLAYA HERRERA	ANTIOQUIA	1,065,717	1,197,918	12%
GRASS - ANTONIO NARIÑO	NARINO	310,981	624,053	101%
THE EDEN	QUINDIO	333,013	574,456	73%
ALFONSO LOPEZ PUMAREJO.	CESARA	290,113	456,359	57%
ADMIRAL PADILLA	GUAJIRA	224,944	404,928	80%
NEIVA - BENITO SALAS	HUILA	173,229	391,994	126%
LETICIA-ALFREDO VASQUEZ COBO	AMAZONAS	151,130	337,235	123%
QUIBDO - THE CARAÑO	CHOCO	300,180	336,809	12%

Source: aviationline.com

Although the numbers place Bogotá, Cali, Medellín and Cartagena as the airports with the highest demand or passenger transit, cases such as the Leticia (Amazonas), Neiva (Huila) and Pasto (Nariño) airports show that there are growing trends in flow of passengers to these territories. This may be due to new trends in the consumption of tourism products and experiences, a growing tourism market in these cities and, potentially, a greater arrival of tourists for sexual purposes.

6.1.1.1.3 Accommodations

According to figures from the Ministry of Commerce, Industry and Tourism, in Colombia there are currently 87,478 tourism service providers that have a National Tourism Registry (RNT)⁴. Of this figure, 48% refers to tourist housing, which is defined as “Private units, houses and other architecturally and functionally integrated constructions intended totally or partially to provide tourist accommodation services according to their capacity, to one or more people. Tourist apartments, tourist farms, tourist houses and other properties whose destination corresponds to this definition belong to this classification” (Ministry of Commerce, Industry and Tourism, nd). 20% is made up of tourist accommodation establishments that are defined as “commercial establishments that provide the tourist accommodation service with a permanent offer. Among these are, but not limited to, hotels, including cruise ships that provide hotel services, aparthotels, hostels, vacation centres, glamping camps, refuges, camping areas and all those that they maintain a regular offer in the lodging service” (Ministry of Commerce, Industry and Tourism, nd)

Finally, in terms of Accommodation, 6% of the operators with RNT correspond to other types of non-permanent tourist accommodation that are defined as all accommodation that does not match the previous descriptions.

Based on all of the above, it is essential to recognise that there is a large, diverse and regulated market that is part of the services of the travel and tourism sector. New players appear there, such as Airbnb, who have a wide range of operations in the country, mainly in destinations with a tourist vocation and whose regulation has meant a challenge for the travel and tourism sector. Therefore, it is important to start the process of linking this sector of tourist housing to prevention strategies since it is a new actor in the context and that has gained strength in its presence in the territories. In this sense, it is important to generate alliances for the prevention of commercial sexual exploitation of girls, boys and adolescents with this company.

6.1.1.2. Data on CSEC in travel and tourism

According to figures offered by the Colombian National Police, between January and June 2021 there were reports of 3,401 victims, girls, boys, and adolescents in the crime of "sex tourism" in the national territory. (El nuevo siglo, 2021). Likewise, there was a report from the same entity that as of October of the same year there were "123 victims of human trafficking and human trafficking, the majority women and 34 minors" for sexual exploitation in the context of travel and tourism (Swissinfo.Ch, 2021)

To the extent that tourism is an environment where different forms or modalities of CSEC occur, it has been identified that the complaints in this sector about this crime are identified as follows: 63.09% of these complaints are for sexual material abusive; 12.89% are linked to the use of means to offer the crime; another

⁴ Mechanism for registration, identification and regulation of tourism service providers in Colombia. It was established in Law 300 of 1996 and modified by article 33 of Law 1558 of 2012 of the Ministry of Commerce, Industry and Tourism. If a tourist service provider operates without prior registration, it will be the aforementioned ministry who will carry out the administrative investigation that may take place and will impose the pertinent sanctions. Ministry of Commerce, Industry and Tourism. <https://www.mincit.gov.co/minturismo/analisis-sectorial-y-promocion/registro-nacional-de-turismo/%C2%BFque-es-el-registro-nacional-de-turismo#:~:text=The%20Registro%20Nacional%20of%20Tourism%2C%20allows%20toestablish%20a%20mechanism%20of,information%C3%B3n%20for%20the%20sector%20tourism%C3%ADstico>

11.70% refer to the request, demand or question of the same; 4.81% for exploitation in prostitution contexts; and 4.77% for pimping girls, boys and adolescents. (Ministry of Commerce, Industry and Tourism, 2022)

According to Grimaldo, (2021) data from the International Organization for Migration estimates that 600 million international tourist trips are made per year and of these, about 20% are made for sexual purposes, that is, about 3 million trips are related to sexual purposes.

On the other hand, according to figures provided by ECPAT (2016), annually about 250,000 tourists travel abroad to have sex with children and adolescents. In this same sense, according to figures from UN Women (2020), women and girls are 72% of all victims of human trafficking worldwide. In the same way, the same organization estimates that the COVID-19 pandemic will lead close to 47 million women and girls into extreme poverty, increasing the poverty gap, which is a risk factor for sexual exploitation and human trafficking people.

6.1.2. Previous experiences – review of previous strategies.

Working with tourism companies implies understanding that each alliance and each articulation action will depend on multiple factors for it to come to fruition. Some of these factors are the times, schedules and agendas of each company, as well as the availability of resources and the motivation to generate alliances and mobilise the necessary means.

In other words, it is important to recognise that any strategic alliance experience entails unique challenges, depending on the case. For this reason, it is important to identify which are the alliances within the entire supply chain of the travel and tourism sector that are most relevant and have the greatest impact to join efforts in the prevention of commercial sexual exploitation of children and adolescents and human trafficking.

From this perspective, it is essential to understand that within the framework of the actions previously designed in Colombia and internationally, there are experiences that have involved an exercise in reflection and diverse articulation, showing great scope and opportunities for strengthening the sector about sustainable tourism development that has into account the social impacts.

Some successful experiences in the international arena are those carried out by ECPAT who have carried out “campaigns with airlines such as Air France and Air Canada, which show in-flight videos to the public informing them about the risks of participating⁵ in CSE at the destination. In Indonesia, a campaign was carried out at the Jakarta airport to sensitise travellers to CSE on travel and tourism" (ECPAT, 2019)

Another of the successful experiences is that of the “Don't look away” project, in which more than 20 countries join efforts to use a web page where users can access resources from different countries to find out or generate information, complaints or alerts concerning situations of CSE and human trafficking in the context of travel and tourism. (ECPAT, 2019).

THE CODE:

The Code is a multi-stakeholder initiative recognised as an internationally strategy that provides a practical framework for companies to generate action to end CSE in the travel and tourism sector. It is a certification that promotes the commitment of the sector and seeks to generate safe spaces for children. In this process, companies must meet 6 fundamental requirements:

1. Establish a policy and procedures for the reporting and denouncement of CSE situations
2. Train company staff.
3. Include a clause in all contracts in the value chain to generate "zero tolerance" against CSE

⁵ The expression “participate in CSE” is a term used by the source. For Renacer, the risks and impacts are always for children, not for adults or potential aggressors.

4. Inform tourists and travellers through awareness-raising strategies and communications about crime prevention and the sanctions that this entails.
5. Inform stakeholders, partners and supply chains about the commitment with the eradication of CSE.
6. Prepare an annual report to ECPAT International on progress in the implementation of The Code.

From the perspective of this code of conduct, it is possible to generate commitments and concrete actions in the prevention of CSE with companies in the sector, being a useful and relevant strategy to prevent crime through due diligence in human rights of companies and the sustainable tourism.

Fundación Renacer, as representative of ECPAT and Representative of The Code in Colombia, to date has accompanied and advised 483 private sector companies through The Code who have been key allies in crime prevention in the sector showing great commitment. The foregoing, coupled with the legislative effort in the country, has made it mandatory for all tourism service providers to meet minimum requirements to function legally. This has fostered safe and protective environments for children and adolescents in a context as important as tourism.

6.1.2.1. Experiences in Colombia

#EsoEsCuento⁶ - Attorney General of the Nation

Its primary objective is to disseminate vital information on the prevention of the phenomenon of trafficking in persons and is aimed at those who may be in a situation of vulnerability or who know someone who may be at risk. It has a web page with information about the crime, audio-visual material, a frequently asked questions section and contact information. It also makes reporting routes and channels visible within the country and even has hotlines for reporting in multiple countries. (Spain, China, United Arab Emirates, Chile, Japan, Turkey, among others).

“Ojos en todas partes” - Eyes Everywhere - Ministry of Commerce, Industry and Tourism.

The objective is to involve the entire society in the fight against child sexual exploitation, it is an experience that leads society in general to be an active agent in the protection of children and adolescents. This initiative has materials that are delivered to tourism service providers in various contexts and has a national scope.

“La muralla soy yo” - The Wall It's me! – Renacer Foundation

Intersectoral strategy for the prevention of commercial sexual exploitation of children and adolescents, as well as the construction of protective environments for children and adolescents in the city of Cartagena, the main tourist destination in Colombia. It was created in 2009. The strategy has been successful and has been maintained for more than 10 years and is an icon of the city of Cartagena. The foregoing, since a sense of belonging has been generated that has allowed all tourism actors to feel this strategy as their own. It is a strategy that not only relies on the dissemination of information, but also has a presence in various tourism events in the city. It is an effort of multiple sectors who have come together and have remained over time, as allies of an initiative that recognises children and adolescents as subjects of rights and seeks to create a protective environment for them.

⁶ The #EsoEsCuento strategy is headed by the nation's attorney general's office and has multiple allies that support the initiative. Fundación Renacer is one of these allies, along with UNICEF, UNODC, the international organization for migration, among others.

6.1.2.2. Other Experiences

Travel, Enjoy, Respect – UNWTO

The Travel, Enjoy, Respect " campaign was launched by the World Tourism Organization (UNWTO or UNWTO) in 2017, to promote more sustainable and responsible tourism around the world.

The origin of the campaign dates back to 2015, when the UNWTO adopted the Global Code of Ethics for Tourism. This code establishes a series of principles and guidelines for responsible, sustainable and accessible tourism for all. The " Travel, Enjoy, Respect " campaign was created as a way to disseminate these principles and make tourists and travellers commit to respect and follow them.

The campaign has a continuous duration and has spread over the years, with multiple actions carried out at different times and places. Some of these actions include:

- Launch of videos and educational materials to sensitize travellers about the importance of re-sponsible tourism.
- Social media promotion using hashtags such as #TravelEnjoyRespect and #IRespectTourism to raise awareness and encourage tourist engagement with the principles of the Global Code of Ethics for Tourism.
- Collaboration with companies and tourist destinations to promote sustainable and responsible practices in the tourism industry.

Blue Heart Campaign

The "Blue Heart" campaign is an initiative of the United Nations Office on Drugs and Crime (UNODC) that aims to raise awareness and mobilize civil society and governments to fight human trafficking and smuggling of migrants.

This global campaign was launched in 2008 by UNODC in commemoration of the World Day against Trafficking in Persons. The idea was to mobilise civil society, the media and governments to take action against this scourge. Since its launch, "Corazón Azul" in countries where Spanish is the main language, has been growing and expanding worldwide. The campaign has used different communication tools such as banner ads, social media, events and activities to raise awareness of the issue and mobilize civil society and governments.

Campaign “Are you the tourist we are looking for?”

This campaign focuses on the tourist promotion of the Somontano Region of Barbastro⁷, and is based on the idea that the Somontano region is an ideal place for tourists seeking authentic and unique experiences. The campaign includes actions such as the production of promotional videos, the creation of a web page and the participation in tourism fairs. The objective of the campaign is to attract tourists interested in wine tourism, gastronomy, nature and culture in the area. In addition, the campaign also seeks to promote sustainable and responsible tourism in the Somontano region.

Only the essentials Campaign

“Only the Essentials”, is a campaign launched by the ICT (Costa Rican Tourism Institute) to promote Costa Rica in the United States and Canada. The audio-visual material was called " We'll Be Here" (Here we will be), as well as another video for the opening of air borders called "Back to Pura Vida”.

⁷ Somontano de Barbastro is an Aragonese region located in the center-east of the province of Huesca (Spain).

“Only the Essentials” was a work carried out by the North American advertising agency MMGY, where a personal connection with what is truly essential in life was proposed, this being what Costa Rica offers through countless tourist and travel experiences.

PALAU PLEDGE

The Palau Pledge campaign is a sustainable tourism initiative launched by the Republic of Palau, a small island country in the Pacific. The campaign aims to make tourists aware of the importance of protecting Palau's fragile ecosystem and preserving its local culture. The campaign includes the introduction of a new immigration requirement for tourists visiting Palau. Before entering the country, tourists must sign the "Palau Pledge" or "Promise to Palau", which is a personal commitment to behave in a manner that is respectful of the environment and local culture during their stay in Palau. The Palau Pledge is presented to tourists in the form of a boarding pass that they must sign before arriving in Palau. The card includes a number of commitments that tourists must agree to, such as "Respect the culture and tradition of Palau" or "Protect the natural beauty of Palau." The Palau Pledge campaign has received praise from around the world for its innovative and effective approach to sustainable tourism. It has helped raise awareness of the importance of protecting fragile ecosystems and local cultures.

Although this strategy is focused on environmental aspects, what is interesting about it is that it generates a direct and explicit commitment so that travellers behave respectfully during their trip.

It's a penalty

“It's a Penalty” campaign is a global prevention strategy that seeks to raise awareness among the population about the commercial sexual exploitation of girls, boys and adolescents and human trafficking in the context of international sporting events, such as the World Cup or the Olympic Games. The campaign uses a variety of media, including traditional and digital media advertising, on-site events and activities, and collaborations with local and global organizations. The strategy is based on the use of public figures, including athletes and celebrities, to spread the message of the campaign: “together to end Abuse, Exploitation and Human Trafficking on a global scale” and increase the reach. The campaign's key messages focus on the identification of commercial sexual exploitation of children and adolescents and human trafficking, and the importance of reporting any situation that may be considered suspicious.

“It's a Penalty” campaign also works closely with government agencies and non-profit organisations to identify and address human trafficking and child exploitation around the world. In addition, it provides educational and training resources to help people recognize the warning signs of these crimes and take steps to prevent them.

Don't look away

“Don't Look Away” campaign by ECPAT France, Luxembourg, Germany, Austria and the Netherlands is an initiative that aims to raise public awareness about the sexual exploitation of girls and boys in tourism and to mobilize people to take concrete measures to combat this problem.

The campaign highlights the importance of reporting any suspicion of commercial sexual exploitation of children and adolescents to the competent authorities and provides information on how to do so. In addition, a call is made to the tourism industry to assume its responsibility in preventing and fighting against child sexual exploitation in tourism. It includes the dissemination of posters and brochures in tourist places, as well as the realisation of awareness-raising and training activities for travellers and workers in the tourism industry. Training and awareness materials have also been created for professionals in the tourism sector, so that they can recognise the signs of child sexual exploitation and act accordingly.

6.1.3. Opportunities Found

Based on everything previously described and considering the experience of Renacer in accompanying and strengthening the travel and tourism sector about the protection of children and adolescents, some key opportunities are identified.

In the first place, traditionally the campaigns have been headed by tourism service providers and although there are some previous experiences, the airlines in the country can have a strong influence in the dissemination of prevention messages. Especially if attention is paid to the level of growth and development that they have had during the last year 2022.

Likewise, although there are campaigns in national airports, for example, #esoescuento and "Ojos en todas partes - Eyes everywhere" strategies, there is an opportunity to carry out accompaniment, awareness and training processes in airports to strengthen the identification of possible victims and also generate capacity installed in the officials of this important sector so that they are agents of prevention of possible violations against human rights.

Also, it has been identified that digital platforms such as Airbnb and Uber are protagonists of tourism throughout the country and therefore these are platforms that can be key allies for the development of information dissemination strategies that allow the detection of risk situations. or victims.

On the other hand, in Colombia there are some milestones or cultural events of national magnitude with a clear tourism component, such as festivals and carnivals in some tourist destinations. This is another element or sector to which attention should be paid to determine a significant scope and impact about the prevention of human trafficking and commercial sexual exploitation of children and adolescents.

6.2. Phase 2 – Selection of Partners, Presentation of the Project and Preliminary Agreements

According to what was previously evidenced (phase 1) and to the greatest possible reach, Renacer establishes as a priority the work with airlines and airports because they are, within the context of travel and tourism, actors that have a very high flow of people within its operations.

From this perspective, after the first 18 months of the project, the project has been presented to various stakeholders or possible key partners.

In this sense, the project and the campaign idea have been presented to:

1. Airline: Avianca.
2. Rafael Núñez Airport – Cartagena.
3. Ernesto Cortissoz Airport – Barranquilla.
4. Barranquilla Carnival – Committee to Fight Human Trafficking.
5. Airbnb.
6. Uber.

Each of these companies has been informed of the general objective of the HEROES project and the actions that are expected to be carried out within the generality of the project, giving special emphasis to the task that corresponds to Fundación Renacer.

In this sense, they are socialised with the objective of the task and the importance of carrying out this type of prevention actions, taking into account the figures and background of crime victims and the importance of companies as a key actor in the prevention of crime. In the same way, they are socialised with the design

phases or the proposed strategic plan and the importance, not only of supporting the space for dissemination and design of the pieces or communicative elements, but also the importance of generating training or awareness actions for the employees.

This work has yielded the following results to date M17:

1. Avianca: After a series of meetings between the company's sustainability office, the Nation's Attorney General's Office and the Renacer Foundation, it was determined that an on-board card on the airline's planes be issued to passengers with key information on relation to the crime of human trafficking. It is important to point out that, currently, according to the figures offered by the company, 300 flights are made per day with 27 destinations between national and international flights. This card will be made in an informative manner concerning the crime of human trafficking and will address the definition of the crime, signs or alerts of possible risk situations or identification of victims and a "call to action" so that passengers can inform the flight attendants of situations or suspicions of the presence of possible victims inside the flights. The card will also have information on reporting or complaint lines in the countries where the airline operates.

Likewise, from the sustainability coordination and with the approval of the company's board of directors, the will to carry out a training/awareness process for employees through the means and channels available to the company is established. (Corporate mailing, WhatsApp, among others).

Similarly, the possibility of launching the strategy and carrying out visibility exercises in the airline's VIP lounges at some airports is being considered. All of this is subject to the approval and articulation with the operations coordination, the sustainability coordination and the communications team of the company.

2. Rafael Núñez Airport – SACSA (Sociedad Aeroportuaria de la Costa S.A): After presenting the project to the head of security, the person in charge of human resources, the communications department, and the social management office, it is determined that the actions to mobilise communication pieces and digital dissemination strategies, which will be coordinated with the communications area of said consortium and the communications area of Fundación Renacer. In the same way, the training process will be carried out for personnel who work within the airport operation about the prevention of commercial sexual exploitation of girls, boys, and adolescents in the context of travel and tourism.
3. Ernesto Cortissoz Airport – Barranquilla: The project was presented to the security and coexistence office and the operations department, and the general lines of what is expected to be achieved through this were presented. In a joint and articulated manner with other entities in the territory (Gobernación del Atlántico, Mayor's Office of Barranquilla, National Police, Ministry of Labor, Prosecutor's Office, Colombian Migration, Colombian Family Welfare Institute) the Airport initially joins the process of disseminating information and some communicative pieces within the framework of the Barranquilla carnival, as an event that defines the first semester of the year in the city and that brings together the local population and tourists to said event and that moves extensive economic and social resources in the city. However, it is established as a commitment to unite said dissemination process with a subsequent training process (phase 3).
4. Carnival of Barranquilla – Committee to fight against trafficking in persons: The project is presented and the importance of being able to have a presence within the framework of the carnival as part of the articulated prevention actions to be carried out during it, taking into account that it is one of the Labour most important festivals nationally and in Latin America.
5. Airbnb: This partner was presented with the proposal to be part of the project within the framework of their corporate actions and the permanent improvement they are carrying out, which includes compliance with the country's regulations. Under this perspective, the proposal is presented to the company to

participate in the process of dissemination of the campaign and the strengthening of its allies or host (owners or owners of the properties that are used for accommodation).

6. UBER: the presentation and projected work proposal with this transport platform was made to the possibility of joining the process. However, the response was that they would evaluate the pro-proposal and to date there is no response despite the monitoring carried out.

6.3. Phase 3 – Employee Training

In the training phase, so far, the following has been achieved:

1. Avianca: It was established that the training process will be carried out through the dissemination of information in the airline's internal communication media. For this, some communication channels that are already being implemented by the company will be used. There, specific topics will be shared about the issue of human trafficking and sexual exploitation of girls, boys and adolescents.
 - Newsletter: This is a digital medium through which, by way of simple and short information, the company sends key information to its officials, employees and collaborators.
 - WhatsApp Groups: It is a strategy that is used mainly with flight attendants who, through this medium, are given pertinent and updated information on various topics about their work and actions. They also send updates on procedures and policies.
 - Mailing: This is a strategy used to provide information mainly to airline pilots.
 - Area talks: this is a face-to-face space, held monthly, in which various topics are discussed with a broad group of airline employees. Likewise, although it is essentially a face-to-face space, the company streams the conversation and it is recorded so that it can be viewed on a delayed basis by personnel who do not attend in person or who do not participate in the streaming carried out.

Among the topics or aspects to be worked on there as a training process, the following topics have been considered, which may be divided or worked on according to the needs or priorities established jointly with the company.

- Definition and Characteristics of the crime (THB – CSE).
- Practical tips to identify risk situations.
- Legal framework (Rules and Sanctions)
- Reporting channels or routes to guide in case of possible identification of THB and CSE cases.

To date, the content grid, resources and strategies for sending the information have yet to be defined. This will be defined jointly with Avianca's sustainability office, which requires an approval process from the communications team and other internal areas of the airline.

2. Rafael Núñez Airport – Cartagena: Within the provisions for the training process with the company Sociedad Aeroportuaria de la Costa SA, operator of the airport in the city of Cartagena, it is established that this process will be carried out in two phases or moments.

First, a virtual training process will be carried out with the company's direct staff in two sessions. The first will address the following topics:

- a) Sustainable tourism.
- b) Commercial sexual exploitation and human trafficking associated with the context of travel and tourism.
- c) Impact of sexual exploitation on victims.

In the second session, the following topics will be worked on:

- a) Crime regulations.
- b) Activation of routes for care and assistance to victims.
- c) Management of internal protocols. (For this it is essential to generate a development of collective construction with the area in charge of the company since to date it is non-existent)

The second training group will be made up of contractors and collaborators with no direct employment relationship or independent collaborators (security personnel, drivers, taxi drivers, shoe shiners, various service personnel). There, it will depend on the allocation of times established with each group to determine the modality for training (virtual, face-to-face or hybrid).

However, in the first case, security personnel, it has already been established that 1-hour face-to-face groups will be held for the participation of the 120 airport security guards, divided into subgroups of approximately 30 people. They will work on the following topics:

- a) Conceptualisation of Commercial sexual exploitation of children and adolescents and human trafficking.
- b) Gender stereotypes and gender violence.
- c) Activation of routes for attention and reporting of possible situations and internal protocols.

To date, two of the previously described actions have been carried out. The scope in this process was as follows:

Table 9: People who receive training/awareness.

	Virtual Training	On-site training
Number of people attending.	41	32

3. Ernesto Cortissoz Airport – Barranquilla: A process of dialogue and establishment of agreements has been carried out with the Operations Director of the Airport, to develop the training process. For this, the director was shared with the information of what is expected to be a training process with the airport staff that includes not only the educational aspect, but rather that it allows the realization of accompaniment in updating policies and including an annex to the labour contracts of the personnel committed to the fight against the sexual exploitation of girls, boys and adolescents. At the time of preparing this report, the groups to carry out the exercise or a schedule for this have not been defined. The topics and modality for the training process will depend on this definition by the company.
4. Barranquilla Carnival – Anti-Trafficking Committee: Since the carnival is a short-term event and with an established period will not be carried out as planned with other actors. However, it is expected to be able to maintain the alliances established to continue articulating actions during the year if deemed appropriate, since the work carried out under the framework of the committee to combat trafficking in persons is not simply restricted to the dissemination of material, but rather that can respond to other types of activities that are aligned with the mission of the Renacer Foundation.
5. Airbnb: According to what was discussed, considering previous advances, there is the possibility of carrying out a training process for hosts ⁸on issues related to the definition and understanding of crime, regulations, and the relevant service routes. This training is expected to be effectively designed and

⁸ Although the number of hosts is large and growing in Colombia, to date it has not been decided if this will be done with the entirety or start with the hosts of, for example, a single city. This is subject to agreements that are established later.

adapted to the specific needs and particularities of the company, to provide hosts with useful and relevant tools to contribute to crime prevention. In addition, this training and information is expected to be shared with guests, so that they too can be aware of the problem and can act responsibly and preventively during their stay. In summary, it seeks to implement an effective and relevant training methodology that contributes to strengthening the culture of prevention and sustainable tourism.

6. UBER: To date there has been no response after the initial proposal was submitted.

6.4. Phase 4 – Design and Dissemination

1. Avianca: After the company selection process and the presentation of the project, it is determined that the design of the card on board the planes will be carried out by the airline's communications team. For this, an approval process was carried out internally by the Avianca board of directors and the endorsement was given to continue with the process in which, from the sustainability office, the coordination of the realization will be accompanied by Fundación Renacer and with a strategic ally to the nation's attorney general's office hand in hand with the "Futuro Colombia" program and the "#esoescueto" strategy

The first design delivered by Avianca's sustainability office has allowed the dialogue to begin to build an informative piece, clear concise, and with a permanent call to action about reporting situations or suspicions of possible cases of threats.

The airline's first proposed design:

¿Qué es la Trata de Personas?

What is human trafficking?

Es un delito contra la dignidad humana que implica captar, trasladar, acoger o recibir a una o varias personas a través del uso de la fuerza, amenaza, engaño, abuso de poder o a través del aprovechamiento de una situación de vulnerabilidad. **Puede suceder a través de:**

It is a crime against human dignity that involves recruiting, transferring, hosting, or receiving one or more people through force, threats, deceit, abuse of power, or taking advantage of a situation of vulnerability.

UNA VÍCTIMA NUNCA ES CULPABLE DE LA SITUACIÓN QUE ESTÁ VIVIENDO.

Recuerda que también puedes reportar una situación de riesgo a las líneas de atención de los países a donde operamos:

You can also notify a possible case of human trafficking to the hotlines of the countries where Avianca operates.

¡Infórmate para prevenir la trata de personas!

¡Tu rol es fundamental para identificar este delito y reportarlo!

Learn to prevent human trafficking. Your role is essential to identify this crime and report it!

¿Cómo actúan los Delincuentes?

Son personas carismáticas que se ganan tu confianza, la de tus familiares y amigos. They are attractive and charismatic people who earn your trust, and that of your family and friends.

Te contactan por redes sociales, clasificados de prensa de casas de modelaje, falsas agencias de viaje y salones de belleza. They contact you through social networks, press classifieds from modeling houses, fake travel agencies, and beauty salons.

Asumen tus gastos de viaje y te indican cómo vestirse, qué decir y cómo comportarse ante las autoridades. They assume your travel expenses and tell you how to dress, what to say and how to behave with the authorities.

Te acompañan en el viaje con el fin de vigilarte y garantizar que llegues a tu destino final. They accompany you on the journey in order to keep an eye on you and ensure that you reach your final destination.

En Colombia

Línea gratuita nacional 018000919748

Celular 122 # 2

Bogotá al 5702000, opción 7 # 2

En otros lugares del mundo

Argentina 0800 666 0122

Brazil 00000000000000

Chile 188 800 201 122

Costa Rica 00000000000000

Ecuador 1800 000 118

España 900 995 727

Guatemala 00000000000000

México 0-1800 283 2122

Paraguay 009 800 57 20122

Peru 0800 54 057

Puerto Rico Estados Unidos 1888 575 3122

República Dominicana 1800 751 1122

Salvador 00000000000000

Mensaje de Avianca

¿Sabías que más de 20M de personas alrededor del mundo son víctimas de la Trata de Personas y que más de la mitad de estas víctimas son mujeres, niñas y niños?

Para Avianca es de vital importancia asumir un rol activo en la prevención de este delito, informando y sensibilizando a nuestros pasajeros, colaboradores y comunidades sobre la trata de personas, para identificar oportunamente posibles situaciones de riesgo.

Nuestro compromiso es con el planeta y la sociedad, por eso te invitamos a que seas parte del cambio y nos ayudes a proteger a todas las personas que utilizan nuestro servicio.

¿Did you know that more than 20M people around the world are victims of human trafficking, and that more than half of these victims are women, girls and boys?

For Avianca it is important to assume an active role in the prevention of this crime, informing and raising awareness among our passengers, collaborators and communities about human trafficking in order to timely identify possible risk situations. Our commitment is to continue building a better society by mitigating situations that affect human rights, which is why we join the efforts of different strategic allies that work to prevent human trafficking.

Recomendaciones al viajar

Traveling recommendations

Infórma a un familiar o a una persona cercana, tu destino y los datos de contacto para localizarte. Inform a family member or a friend, of your destination and contact information.

Deja en tu país de origen una copia digital o física de tus papeles. Leave a digital or physical copy of your papers in your country of origin.

Infórmate muy bien sobre las ofertas laborales que impliquen cambiar de ciudad o país. Inform yourself of job offers that involve changing cities or countries.

Acércate a la Embajada o Consulado del país al que estás viajando, regístrate y conoce tus derechos y deberes como viajero o migrante. Go to the Embassy or Consulate of the country you are travelling to, register and learn about your rights and duties as a traveler or migrant.

No permitas que terceros hagan tus trámites de viaje. Do not allow third parties to do your travel paperwork.

Señales de alarma que te ayudarán a identificar un posible caso de trata de personas

Warning signs that identify a possible case of human trafficking

Persona que viaja hacia un trabajo nuevo que parece muy atractivo, sin conocer los detalles de llegada ni del trabajo que realizará. Person traveling to start a promising new position, without knowing the details of their arrival or the work they will be doing.

Persona que no conoce los datos de contacto en el lugar de destino. They do not know their home or work address at destination.

Persona que no está en posesión de su pasaporte y otros documentos de viaje o identidad. They are not in possession of their passport and other travel or identity documents.

Persona con exceso de nervios, sumisión, miedo o ansiedad. They show signs of excess nerves, submission, fear or anxiety.

Otras personas hablan por la posible víctima, cuando se le dirige la palabra directamente. Permanent intermediation. They allow others to speak for them when they are addressed directly.

Si ves a una persona que muestra alguna de estas señales, acércate a un miembro de nuestra tripulación para notificar la situación.

Conoce más información sobre la trata de personas y como prevenirlo.

Learn more about human trafficking and how to prevent it.

www.esoesueto.com/

www.unodc.org/blueheart/es/index.html

Nuestros Aliados

FISCALÍA

RENACER

HEROES

Figure 3: First draft – Avianca Card

It is important to note that this is a first draft of the card and in the process of dialogue and joint construction changes will be made in the design and possibly in some content.

- Rafael Núñez Airport – Cartagena: to date, the SACSA communications team and the Fundación Renacer communications team are working together to establish the possibilities, means and channels for the creation and dissemination of prevention materials at the airport. This process will have to be based on the agreements that have been reached and advanced with the social management office.
- Ernesto Cortissoz Airport – Barranquilla: The Airport, in an effort to join the initiative and according to the presentation of the proposal previously made, agrees to project the pieces designed for this purpose on some of its screens. Being an action that was carried out within the framework of the Barranquilla Carnival, both the design and the scope results are detailed in the actions carried out during this important event.
- Barranquilla Carnival – Anti-Trafficking Committee: in the development of the carnival activities, it was possible to articulate with various entities to launch a prevention strategy that used graphic elements. There the Renacer communications team had some design meetings with the teams of the

other organisations to find a design that would adapt to the brand, the colours and the idea of the prevention message that would have an impact and that would be linked to the strategy of city "Barranquilla protective gate of childhood and adolescence". This strategy has been the result of efforts by various sectors and entities in the city and has been positioned as a strategy that brings together the interest of the city in the protection of children.

Taking the above into account, a series of pieces were developed that were projected on screens at the Ernesto Cortissoz airport, shopping centres, and also pieces for dissemination such as fans and parades that were used during the days of the carnival. These included the logos of all the entities that participate in the strategy and logos of the HEROES project.

The defined Designs were:

parade:



Figure 4: Barranquilla Carnival parade design

Fans:

Side A Side B

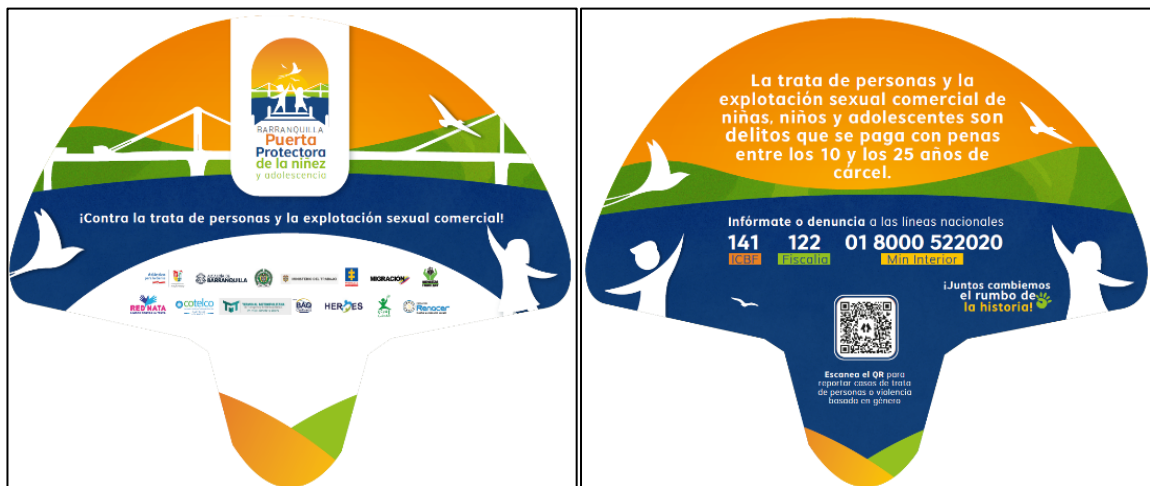


Figure 5: Fan design – carnival of Barranquilla

Piece for social networks:



Figure 6: Graphic piece for Social Networks.

Images for screens.





Figure 7 :Graphic piece for screens - Carnival of Barranquilla - Ernesto Cortissoz Airport.

After the design, the socialisation and implementation of the information was carried out within the framework of various moments during the days of the carnival.

In this way, the results in terms of scope of the pieces and actions carried out were the following:

Table 10 :Number of people reached.

Place	Date- Period	number of people reached.
VIVA shopping centre.	February 7-14	85,500
Ernesto Cortissoz Airport	February 16 - 21	6.0617
Malecon - Caiman del Rio	February 16-21	51,852
	Total	197,969

It is important to mention that during the days of Carnival, 8,000 fans were delivered in a personalized way, which included an awareness-raising process about the importance of preventing the commercial sexual exploitation of children and adolescents within the framework of the festivities. This effort in handing out fans not only seeks to offer a useful and attractive product, but also to raise awareness among the population about the importance of protecting human rights and avoiding the exploitation of the most vulnerable at times of great tourist influx.

Evidence:

Pieces on screens (Airport)

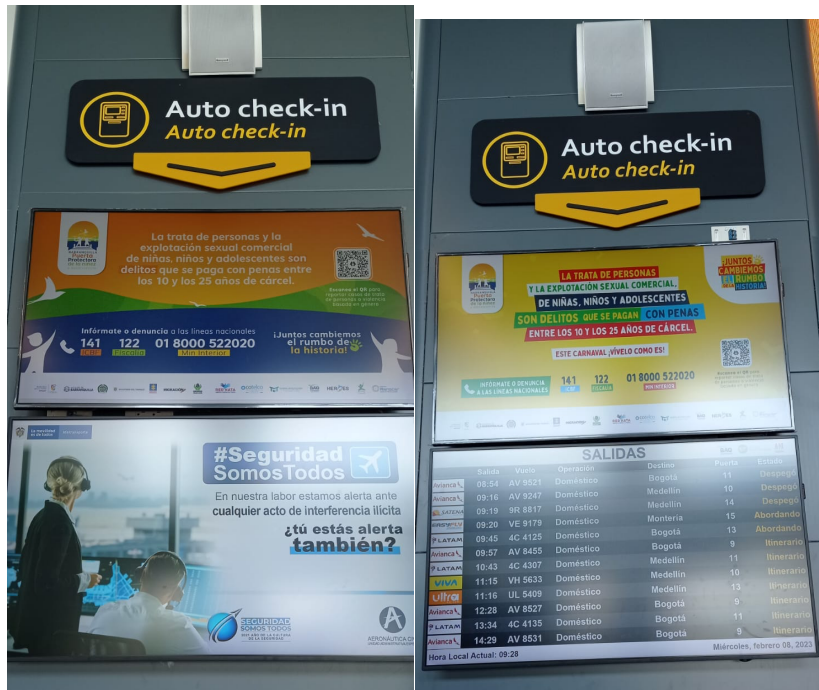


Figure 8: Evidence from the Barranquilla Airport screens.

Screens in Malecon – Caiman del Rio.



Figure 9 : Evidence Malecón screens - Caimán del rio.

Delivery of material and actions in tourist places

Craft Fair of 72:

In this space there was the presence of the Government Secretariat of the Barranquilla mayor's office and has coverage of national media.



Figure 10: Evidence of delivery of Fans and Craft Fair Participation in conjunction with the Government Secretariat of the Barranquilla Mayor's Office.

Hotels:

Information and fans were delivered to hotel staff and tourists. The hotels that participated in this process were:

1. Hotel El Prado.
2. Country International Hotel.
3. Hotel Faranda Express Puerta del Sol.
4. Wyndham Garden Hotel.



Figure 11: Handing out fans and raising awareness among tourists and hotel employees and collaborators.

Social networks:

Table 11: Third-party social networks that made the strategy visible.

Organization/entity	links
Security and Coexistence Office Barranquilla.	Office _ Security and Coexistence on Instagram: “Barranquilla Protective Gate for Children and Adolescents! 🧑🧒🧑🧒 Within the framework of the Barranquilla Carnival together with...”
District Government Secretary – Barranquilla.	District Government Secretariat on Twitter: "Today we launch our Barranquilla prevention strategy, protective door for children and adolescents within the framework of our Carnival festivities. We raise awareness about gender violence, the purposes of the crime of human trafficking and sexual exploitation of children and adolescents. . @EcpatRenacer https://t.co/yGUnVLBDpl " / Twitter

Instagram/Facebook Publications - Renacer Foundation

Table 12: Reach of Fundación Renacer's Instagram - Facebook publications

Publications performance	
People reached	5,791
Interactions	187
Click and view full publication	148

5. Airbnb: To date, the proposal has been delivered and talks are underway to determine the way of working and the possibilities found for joint work.
6. UBER: To date there is no response after the presentation of the initial proposal.

7. Projections

Present the project and invite to join the strategy:

1. Alfredo Vasquez Cobo Airport. Leticia – Amazonas: The city of Leticia is a border point with Brazil and Peru and as it was identified in the desk research of Phase 1, is an airport with significant growth during 2022. It is also a territory in which Fundación Renacer has previously worked and intervened and within the framework of these actions it is recognised that, unfortunately, there is a presence of exploitation dynamics commercial sex of children and adolescents and human trafficking.
2. Information dissemination activity to tourists and travellers, in the sustainable tourist area ⁹of the town of La Candelaria in the city of Bogotá.
3. El Dorado International Airport Administrative Consortium (OPAIN) – Bogotá: It is the main airport in the country and one of the most important in Latin America, this makes it a benchmark in the movement of travellers and tourists arriving in the country, which makes it a strategic partner.
4. Uber: The pertinent follow-ups will be carried out to insist on linking this company/transport platform to the campaign, since it is essential to have them to mobilise information and to be able to count on allies in a sector that has a broad operation in some cities of the country, mainly Bogota. The drivers attached to the platform can be great allies in the prevention and identification of possible situations of human trafficking and sexual exploitation.

Launch and dissemination of the strategy with associated partners during the first eighteen months of the project:

1. Avianca: It is expected that during the second half of 2023 awareness and training actions will be carried out with the employees and collaborators of the airline, according to the plan and schedule established for this purpose. This is essential to ensure that everyone involved is aware of the strategy and is committed to its implementation. In addition, it is planned to hold an event to launch the strategy, at the same time that the card is launched on the planes. This event will be an opportunity to disseminate the strategy and raise awareness of the importance of protecting and defending human rights in the context of travel and tourism.

Considering that the launch of the card will be an important milestone in the implementation of the strategy, efforts will be made to disseminate it in the national media and/or through social networks, to broaden its reach and ensure that as many people as possible know about the initiative. This will be an important step to achieve greater public awareness of the problem and help prevent it.

2. Airbnb: During the process of building this strategic alliance, it is expected to be able to generate a space for dialogue and collaboration between the different actors involved in this business model. It is essential to achieve a joint construction of the design and the means of dissemination of the material that is established, thus demonstrating the importance of working together to strengthen tourism in the region and according to the new dynamics that this type of platform implies.

In addition, it is important to mention that a dialogue is being carried out with ECPAT USA to resume their learning within the framework of the actions that led to Airbnb's certification with The Code in the United States during the last semester. Although this dialogue will not be the only route to follow

⁹ Since November 2018, the town of Candelaria has held the title of sustainable tourism area (ATS), a certification obtained for implementing a development strategy, in an articulated way between businessmen, academia, resident community and government, with actions that aim to promote and protect the identity of the Historic Center of Bogotá. This certification is a recognition that guarantees that the tourist destination is competitive, that excellence criteria are met (including the prevention of commercial sexual exploitation of girls, boys and adolescents and human trafficking) and allows the area to become an example for the city, benefiting tourism and the business environment in general.

for the construction of the strategy in Colombia and Latin America, it will allow us to obtain valuable lessons to strengthen our work in the prevention of trafficking and sexual exploitation in the context of travel and tourism.

Likewise, actions or activities that are pertinent may be carried out within the framework of strategic, inter-institutional or inter-sectoral alliances in which Renacer is already a party with companies in the tourism sector in various contexts or territories of the country.

8. Challenges

During the process, several challenges have been found that have been identified during the process of presenting the proposal to the companies and the execution of the awareness-raising and training process in the prevention of human trafficking and commercial sexual exploitation in the context of tourism.

One of the challenges that has been found is the lack of willingness and agility of some companies to carry out the process of raising awareness and disseminating information. This may be due to various factors, such as lack of knowledge on the subject, lack of resources or interest in the problem. It is important to continue working on raising awareness of the importance of preventing these crimes and the need to involve the private sector in the protection and respect of human rights in its operation. Although many companies have corporate social responsibility offices, more active action needs to be taken in this regard, especially in the context of travel and tourism where there is a high risk of human trafficking and commercial sexual exploitation.

In addition, barriers have been identified for the execution of the process due to the dependence on the will of the companies and the limitation of resources, not only economic but also the availability of agendas and times for the participation of officials, collaborators or employees of the companies. in face-to-face and ongoing training processes, which requires training to be adapted to shorter and more informative formats.

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