

Prevention through awareness

Campaigning on child sex tourism: a market research project



Julia Valdambrini
July 2004

Acknowledgements

The author would like to thank all those who participated in this research. In particular to the following members of the advisory group for their invaluable guidance: Neal Baldwin (Travel Weekly), Dave Cording (Crimestoppers), Sarah Dring (FCO), David Ford (Home Office), Tim Gerrish (NCIS), Carron Somerset (ECPAT UK), Chris Thompson (FTO), and Frances Tuke (ABTA); to the market research focus groups for their active participation and the destination researchers – Jalamang Camara (ECAPAT Gambia), Josial Salas (World Vision Costa Rica) and Helen Veitch (Thailand) – for their energetic and insightful research. I would also like to thank Chris Beddoe for expert advice and guidance, and a special thank you to Becky Smaga for creative design work.

Julia Valdambrini
July 2004

ECPAT UK would like to thank the Home Office for funding the project.



Project Co-ordinator and report author: Julia Valdambrini
Design: Carron Somerset
© ECPAT UK 2004
(End Child Prostitution, Pornography and Trafficking)
Thomas Clarkson House
The Stableyard
Broomgrove Road
London SW9 9TL
Telephone: 020 7501 8927
Email: eapatuk@antislavery.org
Website: www.eapat.org.uk

An edited version of the report is also available from ECPAT UK.

ECPAT UK coalition members: Anti-Slavery International, Barnardo's, Jubilee Campaign, NSPCC, Save the Children UK, The Body Shop Foundation, The Children's Society, UNICEF UK and World Vision UK.

Contents

	Page
Background to research	
Introduction	5
Aim	5
Research area	5
Methodology	6
Limitations to research	6
The Issue	
Child sex tourism	6
Legal framework	7
Market research results	
Market research methodology	9
Awareness of child sex tourism	9
UK market research qualitative data	
Images	10
Qualitative data analysis: images	21
Images of children	22
Message directions	23
Qualitative data analysis: messages	24
Summary conclusions	25
Destination observations	25
Conclusion	26
Tour Operators Raising Awareness	26
Reporting	28
Distribution channels	
UK stakeholders	29
Distribution methodology	30
UK distribution	30
Destination stakeholders	34
Other services needed	34
Limitations to distribution	35
Conclusion	36
Monitoring and evaluation	37
Conclusion	39
Recommendations	41

Bibliography	42
Appendices	
‘Mock-ups’ for campaign materials	44
Recruitment specification	49
Questionnaire	51
Discussion guides	56
Destination researchers guidelines	58
Evaluations on child sex tourism projects	
A Case Study on the Implementation of the Code of Conduct by the German Tour Operators – Tourists were interviewed about their awareness of CSEC at airports.	60
“It is not only shameful ... it’s a crime”: Evaluation of the use of the inflight-video “Child Sex Abuse is not a peccadillo” on flights of Austrian Airlines Vienna – Delhi - September to December 2001	62

Background to research

Introduction

Since the First World Congress against the Commercial Sexual Exploitation of Children held in Stockholm in 1996 there have been numerous international campaigns aimed at combating child sex tourism. Predominantly, these have been based on communicating an awareness raising message about the issue and/or about legislation, through posters, leaflets, stickers, luggage labels and in-flight videos. While child sex tourism is still prevalent, some of these campaigns have been effective as arrests and convictions do occur, and a discernible impact is recognised by those working in this area. However, evaluation and analysis of past awareness raising campaigns is rare and the challenge now is to examine these and establish models of evaluation and monitoring for the future in order to measure impacts effectively. This research project sets out to achieve this aim by carrying out an evaluation of awareness raising materials from the UK, Costa Rica, The Gambia and Thailand.

Aim

The research aim was three-fold:

1. to identify the most effective way to raise awareness on the issue of child sex tourism in terms of the appropriateness of images and messages;
2. to ascertain whether travellers would report incidences of child sex tourism to criminal intelligence services and;
3. to establish where best to distribute awareness raising materials.

Underlying this research were the aims of demonstrating that it is possible to raise awareness on child sex tourism, and to do so without negatively affecting holiday sales, and that raising awareness could be a beneficial aid to assisting in the process of crime prevention.

The research focussed on gathering the views of UK travellers generally and did not target those who have sex with children whilst they are overseas.

Research area

Research was carried out in the UK and three destination countries: Costa Rica, the Gambia and Thailand. The study focussed on the views of UK travellers and the stakeholders involved in awareness raising in the UK. The destination countries were chosen because of the substantial work already carried out there on the issue, which has resulted in an extensive amount of data to analyse. Added to this was the benefit of having established and reliable partnerships with the partner organisations and researchers in country. In terms of images and messages it was considered important to capture the differing views represented by the cultural and religious diversity of the three countries: Costa Rica as Catholic, The Gambia as Muslim, and Thailand as Buddhist. Geographically, these three countries span three very different continents giving the research a representative world view. All three receive high tourist arrivals and are affected by high levels of poverty, both contributory factors to the incidence of child sex tourism. Accordingly, the results from these destinations can be considered as appropriate models for awareness raising activities on child sex tourism globally.

Methodology

A suitable market research agency was first sought and appointed, and terms and conditions then agreed for the focus group discussions. A recruitment specification, a questionnaire and a discussion guide were devised¹ by the project co-ordinator in consultation with the market research agency, an advisory group (see below) and the tourism industry. Four focus group discussions were conducted with a total of 38 respondents, and a self-completion questionnaire was also carried out. Analysis was made of the qualitative and quantitative results from the market research.

Guidelines were drawn up by the project co-ordinator for the destination researchers in country and their research was carried out over nine days in a six-week period. UK research consisted of a combination of primary and secondary data gathering over a three-month period (45 days). Interviews were conducted with key stakeholders in person where possible and on the telephone where not. Analysis of the destination research was conducted.

An advisory group was formed consisting of representatives from the Home Office, the Foreign & Commonwealth Office, the Federation of Tour Operators (FTO), the Association of British Travel Agents (ABTA), Travel Weekly, the National Criminal Intelligence Service (NCIS), Crimestoppers and ECPAT UK. The group met three times over the three month research period.

Limitations to research

Timing was the main limitation to the study. As a result, much of the destination research was based on personal observation and previous research studies, as it was not feasible to interview all the key stakeholders in the six week research period, in addition to primary data gathering. This also affected the UK research. A major limitation in the UK was the reality that many stakeholders were unwilling to discuss the issue of distribution channels as a theoretical proposition. Amongst their reservations were issues of relevance to their organisation, their perceived role in a campaign and the issue of not having the actual awareness raising materials in front of them.

The author acknowledges that the parameters of the proposal were broad and in some cases undefined. Wherever possible these have been addressed but where it was unachievable, recommendations have been made for future research.

The Issue

Child sex tourism

Child sex tourism (CST) is the sexual exploitation of children by adults who travel from their own country to another usually less developed country and engage in sexual activities with the children there². It is often referred to as the commercial sexual exploitation of children (CSEC) in tourism. CSEC includes prostitution, pornography and the trafficking and sale of children. CST is a form of child prostitution, an activity defined as the use of children for sexual gratification by adults for remuneration in cash or kind to the child, or a third party. Sometimes this is organised by an intermediary such as a boyfriend, pimp, family member,

¹ Appendices.

² ECPAT UK definition.

neighbour, employer or teacher and may not always involve an exchange of money. It can also include 'in kind' payments such as gifts, food or shelter. According to UNICEF³, an estimated one million children enter the commercial sex trade every year around the world.

The extent of the problem of CST is hard to quantify due to the illegal and often hidden nature of the crime. However, a survey carried out by the World Tourism Organisation's Child Prostitution Watch recorded cases of CST from 68 countries, either as sending or receiving countries⁴. There are 64 ECPAT groups working on the issue world wide which also indicates the extent to which CST is an issue. Extensive research by Julia O'Connell Davidson and Jackie Sanchez Taylor⁵ also confirm that it is a very real problem on a global scale. They conducted fieldwork in the Costa Rica, Cuba, Dominican Republic, Goa, South Africa and Thailand involving interviews with child sex tourists, a number of whom were British. It is difficult to ascertain the actual numbers of British tourists involved as the nature of the crime means most go undetected. However, the British do account for a substantial percentage of international tourist arrivals world wide⁶ and their involvement cannot be underestimated.

Legal framework

The United Nations Convention on the Rights of the Child (UNCRC, 1989)⁷ states that any person under the age of 18 is considered a child and should be protected against any form of sexual exploitation (Article 34). 192 countries, including the UK, have adopted the UNCRC and have agreed to take all appropriate national, bilateral and multilateral measures to protect children from all forms of sexual exploitation and sexual abuse. UN conventions are legally binding.

Differing, and lower, ages of consent are often cited as a defence for child sex abuse overseas. However, it is important to note that it is illegal to pay for the sexual services of a child in most countries of the world and in the UK, Costa Rica, the Gambia and Thailand the age stipulation is defined as under 18 years⁸.

In the UK it is illegal to engage in prostitution with a person under the age of 18⁹. It is also illegal for UK citizens and residents to engage in sexual activity with children overseas, and extra territorial legislation¹⁰ exists making it possible for a British citizen to be prosecuted in the UK for an offence committed abroad. Additionally, convicted child sex offenders are subject to certain requirements, one of which is having to notify the police whenever they intend to travel overseas for three days or more. The police can, and do, pass this information to other jurisdictions where there is a risk that the offender may offend whilst overseas. Recent legislation in the UK has also introduced a Foreign Travel Order which enables the courts to prohibit a child sex offender from travelling to particular countries or regions, in order to protect children overseas from serious sexual harm.

³ UNICEF (2003) 'Faces of Exploitation'. End Child Exploitation Campaign.

⁴ Group Développement (2001) 'Child Sex Tourism Action Survey'. ECPAT International.

⁵ ECPAT theme papers for the 1st World Congress (1996).

⁶ http://www.world-tourism.org/market_research/facts/barometer/january2004.pdf

⁷ <http://www.unicef.org/crc/crc.htm>

⁸ <http://www.interpol.int/Public/Children/SexualAbuse/NationalLaws>

⁹ Sexual Offences Act 2003, Part 1, Section 47.

¹⁰ Sexual Offences Act 2003, Schedule 2, Section 72.

In practice there have been very few convictions to date in the UK¹¹ under extra territorial legislation. This is due to a number of inhibiting factors such as the difficulty in gathering evidence, co-operation of local police forces, difficulty in locating witnesses, or the practicalities of bringing children to the UK to give evidence. Ideally, it is preferable if a person is brought to justice in the country where the offence took place and serves a sentence there. There is a greater impact on offenders if they know they can be arrested in the country and be subject to foreign legislation and sentencing. It also provides an effective warning to other potential offenders if they know police are vigilant. For the country itself, it shows a determination and willingness to prevent CST, not only to other countries and tourists, but also to those involved in the sex trade in that country, including the victims, instigators and perpetrators.

The collaboration on this research project of UK law enforcement stakeholders such as Crimestoppers and NCIS, has been beneficial to researching further into the issue of intelligence gathering on travelling UK child sex offenders. Currently it is difficult to gain an accurate picture of the situation due to the transitory nature of the crime. Offences may be committed whilst a person is on holiday for a short time and then return home, hence making it difficult to make arrests. Added to which is the identified displacement phenomenon when countries renowned for this activity enact strong law enforcement measures, only for offenders to travel to other countries with weak legal provisions. It would therefore be beneficial for reports to be made in respect of UK travellers to a UK based agency in order to build up an accurate picture of this activity, in terms of locations and types of people involved. Part of the research has therefore been concerned with establishing whether UK tourists would be willing to a) report and b) use the Crimestoppers number. This would assist UK law enforcement in working together with overseas agencies.

The advantage for UK citizens, whether they are travellers or tour representatives working in destination, of reporting to a UK based hotline are numerous. This type of reporting process maintains the anonymity of the reportee and would be English-speaking, therefore reducing the apprehension experienced if reporting to local police authorities. It takes less time and would avoid them having to get involved with the local legal process. The following section analysing the market research data indicates that this could indeed be a viable method that could be used in the process of crime prevention.

¹¹ Three.

Market Research Results

This section provides the results of the market research carried out. Both quantitative and qualitative data is presented and analysed. A brief explanation is given of the research methodology followed by the results of key questionnaire questions designed to establish respondents' awareness of the issue. An in-depth analysis is then given of the focus group discussions that focussed on the appropriateness of images and messages. A brief overview is also given from the destinations on appropriateness of images and language. Quantitative data results are then presented that focus on travellers' opinions of Tour Operators (TOs) raising awareness on CST. The section ends with the presentation of quantitative data results concerning reporting procedures.

Market research methodology

Four focus groups of 38 respondents were conducted, two in London and two in the Midlands. Each group lasted for an hour and a half. Respondents were recruited¹² without knowing the subject to be discussed but were screened by using a number of target questions to exclude anyone who might be uncomfortable discussing the issue of child prostitution and child sex tourism¹³. This was deemed necessary as any discussion of child sex abuse can bring up painful issues for some and it was decided this was not a suitable or capable forum to confront this. However, it should be noted that no-one stated this as a reason for not participating.

The sample recruited broadly covers the spectrum of travellers from the UK. The respondents were made up from any social class and were recruited evenly across the sexes. They had travelled in the last year to at least one of the following: South America (11%), Central America/Caribbean (34%), Eastern Europe/Russia (18%), North Africa/Middle East (37%), Sub-Saharan Africa (16%), India/Sri Lanka/Pakistan (34%), or South East Asia (37%).

The groups were recruited by age and whether they had children, resulting in the following categories: one group of under 35 years without children; two groups of 35-55 years with children under 16 at home and one group of over 55 years, with no children under 16 at home. Twenty-nine of the 38 respondents had children. There was a cross section of tourist typology distributed between independent, business and package tour travellers with 55% having been on a package tour in the last year.

The respondents carried out a self-completion questionnaire at the start of the session, prior to the discussion.

Awareness of child sex tourism

All of the respondents were aware of CST with 54% having seen, heard or read a lot about it and 46% not knowing much about it. It is clear therefore that CST can be an issue for

¹² In London 900 people were emailed and 40 responded – this is a usual response quota from emailing and people were probably unavailable, didn't fit the country criteria or were not incentivised by the monetary reward. In the Midlands 150 people were approached and all were interested in participating but the majority spoken to did not qualify under the country criteria and were therefore excluded.

¹³ See 'Recruitment Specification'. Appendices.

customers but it is significant that some felt ill informed about the subject and this could impact on their confidence in reporting an incident.

They had largely gained their awareness through the media in the UK (TV news and documentaries or newspapers) and from personal observation whilst travelling. Countries where CST had been observed ranged from countries across the world with Brazil, Costa Rica, Morocco, Tunisia, Czech Republic, Thailand, Vietnam and Goa all being cited.

In answer to the question “How acceptable do you think CST is?” across specified age groups, the following results were recorded: between the ages of 0-10 years 100% said it was unacceptable; between 11-14 years 87% said it was unacceptable and for the 15-18 year old category 67% said it was unacceptable. One respondent was quoted as saying: ***“I think one of the main problems is the different ages of consent and what is considered acceptable in their own culture”***.

As discussed in the introduction, confusion over ages of consent and differing cultural values are often mentioned and should perhaps therefore be a consideration for the information included in awareness raising materials.

UK market research qualitative data results

Campaign materials were collated from the UK, Costa Rica, the Gambia and Thailand. However, as there was an imbalance of materials from the destination countries it was decided to source additional material (Australia, Austria, Brazil, Cambodia, Mexico, the Netherlands) and test their images and messages in order to get a valid representation. As the materials varied in their objectives - with some raising awareness generally, some asking travellers to report, some targeting sex offenders and informing them of the law and others aimed at tourism students to encourage them join a campaign - respondents were directed to consider the image and message separately. A further series of message boards were devised to brainstorm specific ideas for awareness raising messages.

Personal observation from destination has been given when provided.

Images



1. WTO/ECPAT sticker “Protect Children from Sexual Exploitation in Tourism, awareness raising of the issue only”.

Image

*People unsure of what the image meant.*¹⁴

- Respondents thought it looked like a first aid bag or a band aid.
- Red colouring regarded as impactful.
- Felt the image was weak on its own and needed a strong message in order to work.

Message

Wording regarded as very clear

- Respondents thought it would be good to receive prior to their holiday as it would make them more aware of what was going on.

¹⁴ Italics under ‘image’ and ‘message’ is the over-riding response from the participants.

- It was suggested that it would be improved with a phone number on the bottom.
“That’s the first one that has actually said sex and children clearly to me” (Male, aged 35-55 years, with children under 16 at home).



2. ECPAT UK campaign “SEX” aimed at vocational tourism students to be sent more information on child sex, a postcard to return to ECPAT

Image

Large discussion over the age of the legs.

- Many respondents felt that this image needs to be more obviously a child’s legs in order for the message to be communicated.
- It was often described as looking like advertising in a fashion magazine or ‘lads-mag’.
- Aroused curiosity within the groups, but for the wrong reasons, as drawn to the sexual nature of the image.

Message

Seen as misleading as thought it was something else (non-qualified)

- Male respondents said they would feel uncomfortable reading this kind of material in public.
- Shock of superficially attractive visual, contrasting with the message, was disturbing for males (caused embarrassment).
- It was of the only materials with contact details on, which were welcomed.
- Majority of respondents would have turned the postcard over to read the message.

“If it was in a magazine, and you looked at it quickly it’s not obvious enough. If they were younger legs it would be more obvious what it was saying” (Male, aged under 35, no children).



3. ECPAT UK general information leaflet “No more stolen childhoods”, list campaigning activities including tourism and trafficking and further information/join campaign tear-off slip.

Image

Image needs to stand out more

- Respondents were unsure of the ages of the children in the picture.
- Was seen as looking like something that would be seen on the underground, or a CD cover for a band such as the Corrs.

Message

The phrase ‘stolen childhoods’ was seen as intriguing.

- It made respondents want to know what was inside the leaflet.

“The image still is not hard-hitting enough to me. It is all partly in the shade, nothing in particular strikes you about the image” (Male, aged 35-55 years, with children under 16 at home)



4. Costa Rica, Hotel Radisson Europa, “Tourism, victim or protagonist”, CST advert.

Image

It looks like an adult torso

- Difficult to understand unless it was studied closely, seen as too vague.
- Could be an advert for ‘Special K’ or a drink or be a nightclub poster, sexy and stylish image.
- It looks like a poster for a musical.

Message

It is very unclear (could be because in Spanish and aimed at a Spanish audience)

- Respondents said that this did not say much to them, and that they would have to study it for too long to make sense of it (please note the message was translated into English for respondents).

“Doesn’t give you any indication that they are children, so they are giving a sexy image, which is misleading” (Male, aged 35-55, with children under 16 at home).



5. ECPAT Netherlands, “Commercial sexual exploitation of children is a worldwide problem”, an information booklet.

Image

Would be better if the image were clearly of a child

- If respondents were not aware of the subject, then they would not have any idea what the poster was about.
- Image looks more like a pole dancer.
- Bit more hard hitting than other material.

Message

The message is to the point

- It makes more sense of the image.
- However no information on what to do about it.

“You only know that’s a child by reading the blurb. You would feel guilty looking at that, fooling you into thinking that’s a nice outfit or that’s a nice body and then seeing it was a child” (Male, aged 35-55, with children under 16 at home)



6. Costa Rica, Casa Alianza, “The sexual exploitation of children is a crime....careful we are watching you”, contact details for reporting given.

Image

The eyes are very ambiguous; could be warning you about muggings or burglaries.

- Eyes were considered to look evil but not seen as clearly relating to the message that was trying to be communicated.
- Seen as a very malign image.
- Reminded some respondents of a Conservative Party advertising campaign, featuring Tony Blair.

- The eyes are striking and would catch the attention however.

Message.

The image dominated this material.

- Respondents did note the contact number on the poster.

“It looks sinister. It would be something like a neighbourhood watch, or antiburglarly campaign” (Female, aged 35-55 years, with children under 16 at home).



7. Mexico “ (Image says...Open Your Eyes...) “But don’t close your mouth”, contact details and further information.

Image

Felt it should be a child in the image.

- The women in the picture makes the image look more like a political prisoner or the victim of abuse or rape.
- Not seen as a strong enough image for CST.

- See quote to highlight confusion as to the meaning of the image.

Message

It has impact, but the message could refer to many other issues

- This does convey the correct message, to report any incidences, but requires very clear text (which was in Spanish in this case).
- Generally people were positive about this message and did understand it.

“If that was a child’s face it would be more effective” (Female, aged 35-55 years, with children under 16 at home).



8. ECPAT France, slide shots of airline video. “Child prostitution is not a holiday souvenir”, “A child is not local currency”, “For those who have forgotten this, there are new laws to remind them”, “Sexual relations with a child is a crime and offenders will be prosecuted locally or in their native country”, “No, to sex tourism with children, stop child sex tourism”.

Image

The image gets to the point

- Respondents thought it would have more impact due to the shock value (non-smiling girl associated with money).
- Girl pictures thought to convey the appropriate expression required for this type of campaign – hollowness of eyes, an empty vacant look.

Message

Good method of explaining the problem. Can be shown to a captive audience on a plane.

- Shows the value that people put on a child so it hits home.
- Makes children out to be a commodity – makes the point very clearly.

“To me that hits home quicker because of the shock of it” (Male, aged 35-55 years, with children under 16 at home).



9. ECPAT UK/Customs & Excise, “Emergency procedure against child sex tourism”, call Crimestoppers if you have any information.

Image

Clever layout and presentation

- Summarises everything clearly, concisely and it is a family-suitable poster.
- Some confusion over how to interpret the relationship of the man with the girl (looks like father and daughter at first glance).

Message

Some debate over the order of the pictures – a number of people felt that the crime should be reported whilst at the holiday destination.

- It was felt that it would be too late to report a crime on the return to the UK and it needed to be done while they were still on holiday.
- The Crimestoppers number needs to be much more prominent.

“I think it is good, it gets the message across and you can see what you have to do from the pictures” (Male, aged 35-55 years, with children under 16 at home)



10. ECPAT Brazil, “Child sex tourism cannot be disguised”, information on the Code of Conduct activities in Brazil.

Image

A disturbing image, but not clear in its meaning.

- Some respondents found it disturbing and it drew their attention, whereas others found it had no impact on them.
- Bold colours – red and black considered to be striking and working well in this image.

Message

The image dominated this material

“Those colours work very well there, red is a warning and black is sinister. If you do it all in pastels and pinks, it’s not going to get the message across to you” (Female, aged 35-55 years, with children under 16 at home).



11. Casa Alianza, Costa Rica, “Attention, I’m not your love doll”, “The Commercial Sexual Exploitation of Children and Adolescents is a Criminal Offense Against Their Rights”, “Criminals are prosecuted and punished with jail”, contact number for reporting.

Image

Without the text, the image tells you nothing

- Respondents felt the image was impactful, but not clearly explaining the topic. It wasn’t felt to indicate the sexual abuse of children.
- Felt it would be more impactful if an actual child was used.
- Seen without the text it could be advertising an item such as a record.

Message

Initially this does not grab the attention

- Some respondents found it hard to link the message to child sex tourism.

- “Attention” in the top right hand corner needs to be larger.
- This intrigued respondents though, as they wanted to discover what the point of the poster was.

“That does grip you with the colours, but just looking at it though, it doesn’t tell you anything” (Female, aged over 55, with no children under 16 at home).



12. ECPAT UK, Home Office, FCO, HM Customs & Excise, ABTA, “News UK Laws Against Child Sex Tourism”, information leaflet on new laws, reporting to Crimestoppers and to gain more information from ECPAT, tear-off returnable slip.

Image

Seen as too official looking

- Respondents said that it looked too official and this meant they were put off from reading it, as they perceived that it was not really for them.
- It was immediately viewed as ‘just another leaflet’ and respondents weren’t interested in reading it.

Message

People too busy to read the ticket

- Majority of the respondents said they would be far too busy to read the leaflet when they were travelling.
- A few said they might read the information.
- When asked to look in more detail respondents did say that the message was clear.

“I have so many things to look for when I’m travelling that I would look and see that it didn’t concern me and it would just go in the bin” (Male, aged 35-55 years, with children under 16 at home).



13. ECPAT Gambia, “Tourism Offences Act 2002 at a glance”, information leaflet on Gambian tourism legislation.

Image

Looks too official

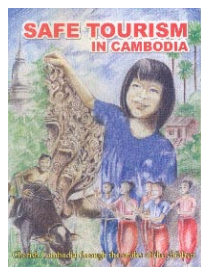
- It is not significant enough.

Message

It raises awareness that there is child sex tourism happening in the country and highlights what they are trying to do about it.

- However, people were unlikely to read such detailed information.

“Its not significant enough, I wouldn’t think twice about it.” (Female aged over 55, with no children under 16 at home).



14. World Vision Cambodia, Child Wise Australia, “Safe Tourism in Cambodia, cherish Cambodia through the smiles of the children”, information booklet giving details about the main tourist sites and

running along the bottom a strapline on each page given details of Cambodian legislation regarding the protection of children.

Image

Information not displayed strongly enough in the booklet

- Seen as needing to be more prominent than the other tourist information in the booklet.

Message

Need to have time to read it (has tourist sites in it too, designed to keep)

- Shows that the country is making an effort to combat the problem.
- Information perceived as too law-focussed. Message needs to be more action-focussed.
- Needs a specific telephone number for child prostitution as only has government offices contact numbers – it would be seen as less intimidating to use.
- Seen as having a dual purpose as guide book and method of increasing awareness.

“I think I would like a telephone number that was specifically for these kind of problems. I couldn’t see myself picking up the phone and calling the Ministry of the Interior! I would be scared stiff!” (Female, aged 35-55 years, with children under 16 at home).



15.ECPAT UK, “Spot the Child Sex Offender”, postcard to send to MP for lobbying on amendments to Register of Sex Offenders.

Image

Seen as having an element of intrigue to it

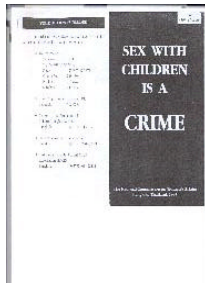
- Could be slightly confusing.
- Seen as too busy.
- Needs careful attention and focus to understand.

Message

Shows it could happen anywhere and at anytime

- ‘Spot the sex offender’ seen as blunt and to the point and makes the reader think.
- This made a number of parents in the group feel that if they saw this they would be more concerned about where their own children were and who they were mixing with on holiday.

“I like that one. I think the bit at the bottom, “Spot the sex offender” is blunt and to the point and highlights the fact you don’t know who they are.” (Female, aged 35-55 years, with children under 16 at home).



16. Thailand, The National Commission on Women's Affairs, Bangkok, "Sex with children is a crime", leaflet with a combination of facts, case studies of offenders and sentences and contact details of tourist police and NGOs for reporting (1995)

Image

No image

- Overall the leaflet was not seen as eye-catching and so it would not naturally be picked up.
- Effectively this negates the positive aspects of the actual message.

Message

Case studies put across point well – confirms that something will be done

- Would read the leaflet in a hotel room rather than in public due to the explicit content.
- Contact numbers are clearly shown and explained.

"I wouldn't pick that leaflet out of a rack because it would look like I was interested in sex with children" (Male, aged 35-55 years, with children under 16 at home).



17. Thailand (as above, updated), "Sex with children is a crime", addition of penalties and cartoon images.

Image

Seen as the most effective image

- Good stand out (bold, contrasting, colours).
- Would prefer real people to cartoon images as they distance the reader from the problem (However cartoons permit showing the issue graphically without the shock that an actual photo would have).
- Possibly link the image and message better – have a clearer image of a crime on the front (too many images give a confused picture).

Message

Very clear message

- No doubts about what it being conveyed.
- But, respondents not sure if they would want to read something about Sex with Children in Public.
- Case study content seen as good way of reassuring respondents that something would be done if they phoned in, and highlights the seriousness of the crimes.

"Case studies always put the point across well" (Male, aged under 35, with no children).

Destination personal observation

Generally considered too strong and negative, particularly by the tourism industry - the Tourism Ministry felt it did not fit in with the new image of Thailand as family friendly. However, it was felt that it could serve as a caution and plant in situational offenders' minds the notion that their behaviour whilst on holiday can put them in a dangerous legal position. It was also felt by non-governmental organisations (NGOs) that strong/graphic messages can touch a moral code in the otherwise indiscriminate sex tourist, particularly if the message drives home the damage that a child suffers trapped in commercial sex work. Putting a face to the damage - as in the image of the young girl crying on the cover – could make a potential offender pause or at least consider the age of the person he is paying. The 'cartoon' on the

cover was considered too gruesome for nearly all interviewed. In addition, it was felt that for preferential offenders leaflets that provide legal information or information on past convictions act in a cautionary way and could make them choose an area (or strategy) over another. This may result in preferential, and particularly regular (i.e. those who return every year to the same resort) offenders thinking twice about their usual strategy and avoiding offending in a place where they risk getting caught.



18. Austria RESPECT, “Thank You!”, advertising work on the Code and thank you to partners, code website details.

Image

Seen as very weak.

- Viewed as something to do with hospital donations (eg. Great Ormond Street campaigns).
- Unless aware of the symbol, it was seen as not representing anything.

Message

Thank you for what

- Message could be take to mean anything.

“Unless you really know what it is, it doesn’t mean anything to me” (Female, aged under 35, with no children).



19. Costa Rica, Costa Rica Tourism Institute, “Protect our children”, leaflet with information that Costa Rica has signed up to the UNCRC and that child sex tourism is a crime.

Image

United Colours of Benetton!

- This image reminded the respondents immediately of the United Colours of Benetton advertising due to the different nationalities of children and the combination of colours on the leaflet.
- The children were seen as normal, healthy, happy children, not the right kind of image for this campaign.
- Respondents felt they would be more likely to act on information if there was a picture of a child looking unhappy compared to a child looking happy.

Message

Felt there needed to be more information on the front.

- Protect children from what?

“That’s how they want the children to be, not how they are at the moment” (Male, aged 35-55 years, with children under 16 at home).



20. Child Wise (ECPAT Australia), “Don’t let Child Abuse Travel, Important Information for Australian Travellers”, postcard giving general information on the crime and details to report to Australian Federal Police.

Image

Smiling children was not seen as a suitable image for this topic

- It was seen as just an image of smiling children. Respondents were unsure of why the children should be smiling considering the subject matter.
- Respondents said if there was a picture on it of children looking helpless then it would appeal to them more.

Message

The wording is required in order for the readers to understand what the postcard is highlighting.

“It’s two very happy children, without a care in the world. You need the sort of photo that is going to shock people” (Female, aged over 55, with no children under 16 at home).



21. WTO, International Federation of Journalists, Terres Des Hommes, ECPAT and RESPECT, “Protection of Children from Sexual Exploitation in Tourism, It could be your child”, general information on the Code of Conduct campaign and partner activities.

Image

Picture seen as making you think, where is the child?

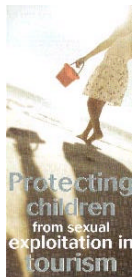
- Image similar to holiday brochures and travel insurance.
- Could even be considered as a “dangers of swimming” leaflet.
- Need to think about the image before being able to correlate it to the message.

Message

Plays on theme of abduction which was seen as a parent’s worst nightmare

- The writing was inclined to make parents fearful, rather than make them take more notice of the issues.
- Seen to be playing on the emotional ties of parents to their children – however a number of parents in the groups said they could not relate children involved in sex tourism to their own children.

“It’s quite frightening really, you just see the ball, where is the child?” (Female, aged under 35, with no children).



22. WTO, International Federation of Journalists, Terres Des Hommes, ECPAT and RESPECT, “Protecting children from sexual exploitation in tourism”, as above.

Image

Seen as advertising a holiday

- Needs a hard-hitting image on the front.
- Person on it does not look like a child.
- Looks like someone doing a fashion show.

Message

Perceived as good, but not in keeping with the image.

“If you cut the writing out, it could be advertising Butlins” (Male, aged 35-55 years, with children under 16 at home).



23. Tourism Authority of Thailand, “Enjoy Your Holiday AND Help Us Protect Our Children”, information on crime and where to report to.

Image

Imagery seen as too subtle for the topic of the material

- Respondents would not be attracted by it.
- Thought it looked like a gardening advert.
- Respondents were not sure of the point of the link between image and topic.
- Thought it could be a brochure for kindergarten.

Message

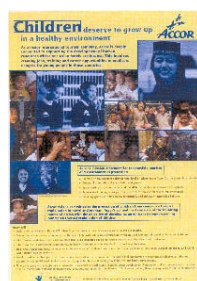
This was seen as very good and the information inside was considered to be the best across of all the material shown.

- The ‘who to call, what to do’, information was seen as good.
- Good way to introduce children to the subject, seen as suitable for primary schools, but not for adults.

“I thought the ‘who to call, what to do about it’ bit was good, but it does seem a real contrast with the flowery theme and the horrible content” (Female, aged 35-55 years, with children under 16 at home).

Destination personal observation

Considered much more of an appropriate message for general tourists and liked by the tourism industry in Thailand but it needs reading through to understand the message properly. However, because it promotes the protection of child rights in a non-threatening way, it helps to give the public confidence about an issue they may well have felt uncomfortable about in the past. It was felt that this should help the average tourist feel that they can/should/ought to alert authorities or peers to an offence or a potential offence. It is probably too ‘soft’ an approach to really ‘hit home’ to potential offenders.



24. Thailand, Accor Hotels Asia, “Children deserve to grow up in a healthy environment”, information on Accor’s mission and activities to combat child sex tourism, poster to put up in hotels.

Image

Seen as too fussy and showing children how they should be, not how they actually are.

- It looked like a group of happy kids.
- Thought it could be advertising something like a community centre.
- It looks more like an advertisement than a warning.
- More subtle though, so better for a family environment.

Message

Seen as having too much information on to make an impact

- Perceived as taking a long time to read.
- Respondents felt they would not spend time reading it if it were in a public place.
- Respondents did feel as though the hotel is supporting guests by providing this type of information.

“Too much stuff on that. You would need to be sat on a train with an hour to spare to read that.” (Male, aged under 35, with no children).

Destination personal observation

Considered to be a very successful campaign but the poster cannot be seen ‘on its own’ as it is part of a staff training package, with the training package being by far the more important aspect. The poster targets both tourists and staff but is mainly used as a very concrete tool for staff to point guests to when they need to refer to the hotel’s policy on child prostitution. For example, if staff discover that a guest is bringing in under 18s to their room they are encouraged to ask the guest to look at the poster as a way of avoiding mentioning the ‘sensitive’ issue of underage sex. This has only happened once but was successful. The guest was not seen with the girl again but did not feel it necessary to check out of the hotel. As an awareness raising tool for tourists the poster may be a little too ‘soft’, there is no contact number given for guests to give information and it is rather too wordy to get the message across quickly. But as a tool to explain hotel policy it works well.



25. Costa Rica, Casa Alianza, “In Costa Rica we protect our treasures”, “The Commercial Sexual Exploitation of Children and Adolescents is a Criminal Offense Against Their Rights...Criminals will be prosecuted”, reporting information.

Image

Seen as a happy picture of children enjoying themselves on the beach – not regarded as a suitable picture.

- It was perceived as a family image until respondents read the small print.
- Seen as not very effective: too nice, too holiday-orientated.
- Thought it could be linked to campaign about the environment (e.g. environmental preservation).

Message

The message does not really correspond to the image.

- Respondents were unsure about what was meant by ‘protect our treasures’ (e.g. clean beaches, local history).
- They were unable to relate the scene of children and beach to the words.

“It’s rather dismissive and cutesy. It seems a very isolated scene of treasures and seaside so it conjures up nothing of the exploitation of the kids which I suppose the more hard-hitting campaigns do” (Female, aged 35-55 years, with children under 16 at home).

Qualitative data analysis: Images

A number of key points emerge from analysing the above data:

- Use bold contrasting colours - red and black considered to be striking.
- Needs to be clear - not too complicated.
- Use images of children - younger the better.
- Expressions need to be empty with hollow eyes, vacant look, helpless...
- Don’t use images of normal, healthy, happy children, not appropriate to the subject and viewed as disguising the problem.

- Sexual images of quasi-adults/children made respondents feel tricked and then embarrassed.
- Real people are preferable to cartoon images as it was felt cartoons distance the reader from the problem.
- Intriguing images.
- Don't use images that have been used in other campaigns e.g. Benetton, Conservative Party, as they were automatically dismissed as being seen before.
- Don't use images that look too much like holiday sales adverts, especially if already bought a holiday or on holiday as would not look at a poster with sand, palm trees and blue sea if already there.
- Images need to be appropriate to the subject matter.

When the respondents were asked "What should the image be" a number of key themes emerged. They felt the campaign needed to be hard hitting as they had become desensitised to shocking adverts. In order to make people take action they felt they needed to be so horrified they would do something about it. They wanted to see a child, distressed and 'poor' looking and they expected to feel sad and upset by the image. They felt that the issue needed to be communicated clearly and that showing the adult abuser together with the child would be the most striking and impactful. They also wanted to see images of people who had been caught for sex crimes against children as they felt this would deter potential offenders and reassure the public that something is being done and that it would not be a waste of time if they reported.

Images of children

Although it is common for CST campaigns to include images of 'happy' children, the respondents felt strongly that these were inappropriate for the subject. The use of such images are aimed at presenting an idea of child protection and child rights (all children have the right to a happy childhood), and aim to create a sense of moral responsibility in the viewer by appealing to familial sensibilities. However, the respondents who were parents did not associate with the idea that all children were fundamentally the same. They felt discussions of child protection made them more concerned about their own children, and some even felt insulted that their parenting was being questioned. The social, economic and cultural divide between their children and those involved in prostitution was perceived as too large for the association to be relevant.

It should be noted however that using images of actual children being exploited, or in distress, presents an ethical dilemma for child-focussed organisations, and should be avoided. This can be addressed to a certain extent by using cartoons that arguably permit a more graphic portrayal of the issue without the shock of a real image.

Message directions

1. *Child's Work, Adults Play*

Seen as too sophisticated a campaign

- Not as impactful as other messages.
- Need time to think about the message.
- Not seen as getting the message across as clearly as other messages.
- Reminded respondents of the Mars Bar slogan.

“That isn’t as hard-hitting as the other messages. I mean, you have to sit there and read it and analyse it exactly what they are trying to get across” (Female, aged 55 or over, no children at home under 16).

2. “Sex with Children is a crime, it can mean 7 – 20 years in prison”

Seen as a more focussed campaign

- Respondents thought this was targeting the people involved more than raising awareness.
- It reassured the respondents that something could be done if they reported the crime.
- Thought it would be good as it applies worldwide.

“That’s hard hitting and more focussed than the others (messages)” (Female, aged 55 or over, no children under 16 at home).

3. “Don’t turn a blind eye”

Statement seen as too general

- Respondents thought it could apply to any number of crimes.
- The direction of the campaign was liked.
- Thought that this campaign might make them feel guilty about not reporting a crime.
- Some respondents still felt this would not persuade them to take up holiday time and report a crime.

“After saving up all year to go on holiday, maybe I wouldn’t want to go and get involved in reporting it, and seeing that would make me feel guilty about it (Female, 35-55 years, with children under 16 at home).

4. “Protecting children”

Again, seen as a very general statement

- Respondents all agreed with the statement, but felt it applied worldwide and was not specific enough to the topic.
- However, they felt an empathy with the message.
- It was felt to be weak with regard to child sex tourism.

“This could be something to do with child vaccinations” (Female, aged 55 or over, no children under 16 at home).

5. “It’s wrong to do it, don’t do it”

Seen as relating to any crime

- Respondents felt this was a very obvious statement.
- Very simple - seen as something a mother would say to a child.
- Also seen as targeting the perpetrator rather than the reporter.

“We all know it’s wrong, we don’t need to be told that” (Male, 35-55 years, with children under 16 at home).

6. “If you call something will be done, you can make a difference”

Seen as a very positive message

- Respondents felt confident that something would be done if they reported an incident.
- It reassured the respondents.
- Made the respondents feel as though they were not wasting their time.
- Still some cynicism amongst some respondents about whether it was actually true.

“How many people think if they call the number, nothing would really get done about it, but this reassures you that something will get done about it” (Male, under 35 years, no children).

7. “Our children aren't forced into it, why should foreign children be?”

Seen as an invalid statement

- Respondents felt that this statement was untrue; there are cases of child prostitution in the UK.
- Confusion over who ‘our children’ related to – the UK’s children, or the respondent’s own children?
- Seen as not impactful – would not grab respondents’ attention.
- Thought to cover wider issues than child prostitution (e.g. poverty, child labour, etc..).

“That’s not correct for a start as there is paedophilia in the UK as well as abroad” (Female, aged 55 or over, no children under 16 at home).

8. “People can be tried in the UK for crimes committed overseas”

Again seen as a very general statement

- Respondents felt this was the case for any crime.
- Respondents felt reassured, though, as this showed that reporting once you returned home would not be a wasted effort as child sex tourists will be tried in the UK.
- Was a fact that not all respondents knew, so raised awareness with them.

“Shows its not a wasted effort as if it can still come back on them once they get home then it’s worth it” (Female, under 35 years, no children).

Qualitative data analysis – Messages

A number of key themes emerge from analysing the above data:

- The message needs to be clear and concise.
- Contact details are needed for reporting and should be clearly shown and explained.
- Warning words such as “Attention” are good and larger the better.
- Should not be too official looking as might not be read.
- Should have country information as shows efforts are being made to combat the problem.
- Case studies seen as a good way of reassuring respondents that something would be done if they phoned in, and highlight the seriousness of the crimes.
- Message needs to be action-focussed - some information perceived as too law-focussed.
- Association of a child as a commodity was understood and thought appropriate.

The messages that emerged most strongly were:

- “Sex with Children is a crime, it can mean 7 – 20 years in prison”
- “Don’t turn a blind eye”
- “If you call something will be done, you can make a difference”
- “People can be tried in the UK for crimes committed overseas”

Respondents wanted the message to be clear and straightforward. There should not be too much writing as the reader would lose interest or avoid reading altogether. It needs to reassure travellers that something will be done following their actions and case studies work well for this. It needs to provide information on how, where and who to contact by providing a contact phone number or email address. The message needs to support the image.

Summary conclusions

Taking the data results into consideration a series of mock-ups were produced combining the identified appropriate images and messages. They are included as a pictorial exemplification of the results only and are in draft form¹⁵. It is important to note that these are based on the views of a UK market and are aimed at UK travellers only. They do not represent the differing cultural values that should be observed when materials are aimed at in-destination use.

Destination observation on appropriate images and language

The following observations are not based on formal market research. They represent personal observation based on interviews with stakeholders and the destination researcher's views.

Thailand

Campaigning on the issue of CST is generally welcomed by the tourism industry in Thailand as long as it is shown in a 'positive' and empowering way. Thailand has re-positioned its image to move away from the male dominated 'sex tourism' label to become a family-friendly and women-friendly destination. The Thai Tourism Industry would like this to be reflected in awareness raising materials.

Apart from the obvious images of nudity and child victims the main cultural *don'ts* are not to use any reference of images of Buddha (or any religion) or the Thai King. As there is a stereotype of children being involved in prostitution because of their desire for consumer goods, it would be best avoiding any reference to this. Language should not be too negative or accusatory. Thai people do not generally talk about the issue of child sex tourism directly - there is no direct translation for the term child prostitution for example- and so messages should be indirect.

The 'protect our children' message alongside a logo representing the issue such as a tree or flower is favoured. Messages should be short and should include the fact that the sexual abuse of children is a crime rather than go into too much detail about what the penalties are and what the legislation is.

Costa Rica

Awareness raising should not harm the promotion of tourism of the country. They should not present an image of a police state where tourists are threatened and watched without stating clearly the reason why. Many tourists are intimidated by this idea and even believe the police commit abuses against visitors for no reason. Messages should be clearly aimed at tourists as visitors and not as criminals.

The perception of Costa Rica as a sex tourism destination should be challenged and disputed by informing tourists that Costa Rica does not tolerate CST and that it is punishable by law. Messages intended for the community should be developed so people can raise awareness. The role family and the community can play in prevention should be highlighted.

¹⁵ These are available in the appendices.

Gambia

The Gambia is a predominantly Muslim country (about 90-95 per cent of the population are Muslims) with strong customs and values with regard to sexual images. Sexually explicit images should be avoided, as they would tend to outrage the public morality and sensibility. The images should be culturally recognisable to the larger public to ensure that the problem is not conceived merely as a 'strange idea from the West'.

The language used in the awareness raising materials should be free from offensive, sexual or vulgar words and should be accurate, simple, relevant and unambiguous. They should be reader-friendly, appealing, concise and non-blaming, especially of the child victims. They should be child-friendly and portray a positive image of the tourism industry. Combating the sexual exploitation of children in travel and tourism is not an attack on the tourism industry, but rather an expression of care, as well as a duty to protect children from abuse and exploitation.

The use of positive action in portraying messages on CST will ensure political will and commitment and also make information dissemination easier.

Conclusion

As can be observed, a softer approach to portraying images and messages is preferred in destinations in order to take cultural sensibilities into consideration. However, in the UK it is clear harder hitting approaches are favoured.

Tour operators raising awareness

Quantitative data results

A number of questions were asked in the questionnaire about respondents' views on tour operators raising awareness on CST. The following results were recorded. It should be noted that it is recognised that the number of respondents (38) is a small data sample on which to base quantitative statistics.

When asked if it would deter them from using a tour operator if they campaigned on CST 61% said it would make no difference to them at all, with 34% saying it would make them more likely to use the tour operator. Only 5% said it would make them less likely to use the tour operator. These results were substantiated by the following views:

"Ultimately, cost and availability would influence my choice of tour operator"

"I would be more likely to place business with someone who I thought was trying to improve the situation"

"Knowing something positive is being done and my holiday is helping to fund this campaign would make me use them if I knew it could prevent if not stop the crime"

When asked at what stage a tour operator should inform customers of the existence of CST as an issue, and whether this information should be destination specific, the following was noted: 75% of respondents wanted to be made aware of the existence before a holiday was booked and the journey began; 41% said they would like to be made aware of it generally as an issue worldwide and 34% wanted to know about its existence at their specific destination.

Only 9% said it would put them off from going to a destination as they were aware CST occurred worldwide.

When asked about the effects of a tour operator mentioning the existence of CST in particular destinations, in their brochures, respondents replied as follows: 60% said it would not stop them from going, with half of these saying it would make them more careful when they went there. Twenty-six per cent would be put off from going with their children. Only 9% of respondents would be put off going to a particular destination. Four per cent said it would make them more likely to go.

Once they had arrived in destination, respondents would like to be informed of CST in the following places: 39% at the welcome meeting, 25% in their welcome pack, 22% by a leaflet or poster in your hotel room, 7% on the information board and 5% in the visitors book.

Conclusion

Although this presents the views of only 38 respondents, and therefore may not be a true representation of general public opinion, the results do give positive indicators. These show that customers would not be deterred from travelling with a tour operator if they raised awareness, and that cost and availability are higher decision criteria for them. To know a tour operator was enacting a responsible tourism policy towards CST would, for some, increase their likelihood of booking a holiday with them.

Reporting

The issue of reporting incidences of child sex tourism was discussed in the focus groups and by three questions in the questionnaire. These focussed on whether travellers were willing to report and if having more information would increase the likelihood of them doing so. Respondents were asked where and when they would be more likely to report.

Quantitative results

If respondents suspected an incident of child sex abuse by a traveller whilst they were on holiday, or on a business trip, the following results were recorded: 23% would mention it to their tour operator (not all respondents were on holiday with tour operators), 19% said they would report it to the local police, 15% would mention it to the hotel manager or staff, 12% would report to local charities and 3% would ignore it.

If respondents had awareness raising materials with information on where and how to report an incident: 89% said it would increase the likelihood of them reporting, and 11% said it would make no difference to them. None of the respondents said it would decrease the likelihood of making a report.

75% of respondents would report whilst on holiday, 22% would on their return home and only 3% said they would not do either

Respondents' concerns on reporting were:

- They needed to feel 100% certain that there was a crime being committed.
- They could be interfering and it might be a mistaken suspicion.
- The possible complicity of the child/young person in the act.
- That reporting was seen as very time consuming, and people were not willing to give up time on holiday to do this.
- That local police often thought of as corrupt, but would report it otherwise.
- That they required reassurance that something would happen if they did report it.

Conclusion

These results show that travellers are willing to report incidences of CST if the reporting procedure is straightforward, quick and would have no direct bearing on themselves or their holiday. The use of the Crimestoppers number was received favourably, particularly if it was an international free phone line.

Other methods of reporting such as using a web-based reporting page, such as that run by ECPAT New Zealand, were mentioned, and could be explored in future research.

Distribution Channels

This section investigates the distribution channels available in the UK and in destination for the dissemination of materials. In order to achieve this it was necessary to first establish who the key stakeholders could be for raising awareness on CST in the UK and in destination, and what their motivations could be for doing so. Once identified the stakeholders in the UK were approached by the researcher and asked key questions concerning the distribution of campaign materials or message. Time restraints prevented the destination researchers from contacting many stakeholders and much of their information is based on personal observation.

A situational analysis for the UK will be presented and this will be followed by a summary of the destinations' research.

UK Stakeholders

UK stakeholders can be placed into 4 categories:

Stakeholders	Motivation	Contacted
1. Government		
Home Office	Crime Prevention	✓ Interviewed
Passport Agency	Crime Prevention	✓ Interviewed
Foreign and Commonwealth Office	Crime Prevention	✓ Interviewed
Customs & Excise	Crime Prevention	✓
National Criminal Intelligence Service (NCIS)	Crime Prevention	✓ Interviewed
Country Embassies	Crime Prevention	✓ Interviewed
2. Travel Industry		
Large Tour Operators	Responsible Tourism	✓ Interviewed
Small Tour Operators	Responsible Tourism	✓ Interviewed
Travel Agents	Responsible Tourism	✓ Interviewed
Airlines	Responsible Tourism	✓ Interviewed
British Airport Authority (BAA)	Responsible Tourism	✓
Airline/Desk Handlers (e.g. Servis Air)	Responsible Tourism	X
Federation of Tour Operators (FTO)	Responsible Tourism	✓ Interviewed
Association of Travel Agents (ABTA)	Responsible Tourism	✓ Interviewed
Tourism Offices for destinations	Responsible Tourism	✓ Interviewed
3. Travel Media		
Broadsheets	Responsible Tourism	X
Tabloids	Responsible Tourism	X
Travel magazines: Wanderlust	Responsible Tourism	✓
Conde Naste Traveller	Responsible Tourism	✓
Travel Industry media: Travel Weekly	Responsible Tourism	✓ Interviewed
ABTA Magazine	Responsible Tourism	✓
Guidebooks	Responsible Tourism	✓ Interviewed
Web-based travel sites	Responsible Tourism	✓ Interviewed
Travel Programmes	Responsible Tourism	X
4. Charities		
ECPAT UK	Child Rights	✓ Interviewed
Crimestoppers	Crime Prevention	✓ Interviewed
Tourism Concern	Responsible Tourism	✓ Interviewed
World Vision UK	Child Rights	✓

Distribution methodology

The initial proposal for the project was to analyse the distribution of the existent materials that were to be used in the market research. However, it was discovered in the course of the research that evaluation and monitoring strategies had not been implemented for most, particularly in destination, and much of the information was based on subjective opinion. Rather than document these examples it was decided more useful to present an overview of the current situation. Where relevant, 'lessons learned' from past projects have been taken into consideration.

Stakeholders were asked the following questions regarding the distribution of materials:

- What distribution channels exist in your organisation.
- What are the limitations to the distribution of materials.
- What other services, such as training might need to be provided in line with distribution of awareness raising materials.
- What are the potential impacts of distributing materials.

As discussed previously a number of prohibitive factors prevented an in-depth discussion with some stakeholders. As there was not an active campaign with a defined aim it was difficult for some to perceive their role in distributing campaign materials. It was also difficult for those not already working on the issue to discuss the issue of distribution without having campaign materials in front of them, with already researched and approved messages and images. The following therefore presents a summary of results only.

UK Distribution

Home Office

No particular distribution channels were identified, although the Home Office have been partners on charity campaigns before. They produce a number of publications for purchase and it is for possible campaign materials to be added to this list which is distributed widely. Cost was cited as a limitation to distribution of a leaflet.

Passport Agency

Send out 6 million new passports a year so there is a possibility to send information with them. However limitations are cost and space. Even if there was space in envelope, there are extra costs in the packing and extra weight postage. It was estimated to be as much as £100K per year to include a leaflet. The Passport Agency only have an estimated 100 visitors a day to each office and currently do not display any materials, this is therefore not an appropriate channel.

There were plans to publish a leaflet with cross-governmental messages including things such as DEFRA's current campaign on meat importation for example, but this is currently on hold. It would be possible to have information on the new sexual offences laws and/or on extra territorial legislation in such a leaflet.

No other services were thought necessary as they do not envisage that personnel would be asked about the topic. However, it may be that the Passport Agency is not the most

appropriate place to distribute information on CST as it would be a 'scatter-gun' at all British citizens, some of whom may not even travel.

Foreign and Commonwealth Office (FCO)

Discussions are ongoing with the FCO on including a page on the *Know Before You Go* website on CST. This was developed with ECPAT UK and World Vision UK and presents the issue and details of UK legislation. Overseas posts, Embassies and High Commissions could display leaflets, but it is questionable how many would be distributed as visitor numbers are low. The FCO have a system of country-specific email updates that people register to, and it is possible a strapline on a CST campaign could be added to these.

Customs & Excise

Customs & Excise were not interviewed as the appropriate people were not identified until the project deadline. They did partner ECPAT UK on a previous project – the Emergency Procedures on Child Sex Tourism poster, 100 were produced and distributed in customs offices but no feedback given. Crimestoppers, whose number was displayed on the poster currently have no method of registering calls that concern CST (see Crimestoppers section at end) so the number of calls received as a result of the poster have not been recorded.

Customs & Excise could be an avenue to explore to gain access to Airline brochures as there is a mandatory 'Customs Allowance' page where a permanent CST message could be placed.

National Criminal Intelligence Service (NCIS)

NCIS do not participate publicly in awareness raising as they are an intelligence-gathering organisation only. They are however willing to contribute to training on the issue and have suggested a presentation to the tourism industry on the crime prevention aspects of reporting CST.

Country Embassies

Embassies were not thought to be suitable channels for distribution unless travellers have to apply for a visa, in which case a leaflet could be handed out, and there is the possibility of displaying a poster.

Tourism Offices

All three of the research destinations' tourism offices were interviewed. The consensus of opinion was that any campaigning they would do on the issue would be under direction from their governments and tourism authorities. Some do display posters and leaflets already but they do not have many visitors, they generally post information out to travellers who require it. Their main concern was the effect raising awareness on CST would have on tourism to their countries. They were willing to discuss the issue further when a campaign had been devised and materials produced.

The Thai Tourism Authority in the UK currently run on-line training course for travel agents to learn more about Thailand. Travel agents register with their ABTA number and complete nine modules – the opportunity to win a holiday to Thailand as well as improve the delivery of their business act as incentives. It was suggested that the issue of CST could be mentioned within this and would contribute to the training of travel agents on the issue.

Travel Industry

Tour Operators

Some large tour operators (TUI UK and First Choice) are already working on the issue of CST in the UK via the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism ('the Code'). The following lists the potential distribution channels that could be utilised for raising awareness with their customers:

- Brochures - limited space as include legalities on health and safety. Some do mention their association with the charitable organisation, the Travel Foundation, and it's work on responsible and sustainable tourism. It is doubtful they would put information into their brochures because they are their primary selling tool.
- Videos on airline - this would have to be discussed with the carrier separately but there is usually only one video channel so the implications of airing a video would need to be carefully considered, taking into account child viewers and the impact on customers.
- Welcome meetings in destination - they felt this would be a 'judgement call' in the destinations where CST is a big problem and would also be dependent on who was present.
- Visitors book - if the message was appropriate.
- Noticeboards - not appropriate as very limited space and this is used for advertising excursions.
- Many would be willing to distribute a leaflet in hotel rooms.
- Websites - possibility to have a link to ECPAT UK website and the work on CST and the Code.

One of the main concerns of tour operators (TOs) in distributing awareness raising is that the infrastructure is not set-up in-country to deal with reports from their reps. However, the suggestion of using the Crimestoppers number to report cases was favourably received as an alternative. It was also noted that TOs required destination specific information (extent of the problem and legislation) before they educate travel agents, staff, overseas reps., and customers on the issue. Staff training is seen as imperative prior to awareness raising with customers.

Small independent tour operators

The Gambia Experience, signatories to the Code, currently have information on CST in their brochure¹⁶ and in their 'Gambia Guide'. The Gambia Guide is a small booklet that is distributed to all customers when they receive their tickets, containing general country information on The Gambia and excursions. A few reports have been made to their reps as a result of being recognised as a company that raises awareness on the issue.

Other suggestions for distribution of messages include: a strap-line on the personalised invite to the welcome meeting that is received on the transfer; an article in the quarterly newsletter

¹⁶ November 2004 – 2005 (on sale January 2004). 14,000 have been distributed.

Airlines

Virgin Atlantic Airlines ran an awareness raising video on all flights¹⁷ from mid September 2003 to 31st January 2004. It was shown on the V. Travel TV channel which is two hours long and runs on a loop. Passengers have a choice of channels so it is not possible to accurately estimate how many customers saw it, and there was also no customer feedback. It is recommended that when an in-flight video is aired, it is accompanied by an article in the airline magazine which contextualises the video and gives customers further information on where they could learn more. Training could also be given to onboard staff to ensure they are prepared if questioned on the issue and leaflets placed in the back of all seats

Travel Media

Travel Weekly have run a series of articles on CST and continue to support ECPAT UK's work on the issue. It has a controlled circulation of around 26,000 and is distributed to all travel agent shops, about 18,000 in UK, and the rest to other travel businesses (tour ops, airlines, online retailers, cruise ops, car hire companies). Information on a campaign message could be distributed within the magazine or as a separate leaflet, although there would be cost implications to the latter.

Travel magazines

Could distribute leaflets or run an advertisement on the issue and/or campaign. So called 'lad-mags' were also suggested as appropriate to investigate for running an article and an advertisement and distributing a leaflet. This would be targeting a predominantly male audience. A questionnaire survey conducted by World Vision UK¹⁸ at the Independent Travellers World (ITW) in London 2004 showed that 39 of 98 respondents tended to get their travel advice from travel magazines.

Guidebooks

It would be appropriate to have a generic piece on the issue of CST and legislation in the front of a guidebook in the general information section. Other opportunities such as using free advertising space to have information on ECPAT and CST campaign were also suggested. A questionnaire survey carried out by World Vision UK at the Independent Travellers World in 2004 showed that 77 of the 98 respondents tended to get their travel advice from guidebooks.

Web-based travel sites

Responsibletravel.com already include ECPAT UK information on their site. Other similar travel sites could carry a campaign message.

ECPAT UK

Currently ECPAT UK's primary method of distribution is via their supporters and coalition members. These have been successful channels particularly for campaigns designed to lobby MPs such as the 'Spot the Difference' postcard. Ultimately the campaign message was successful as the Register of Sex Offenders was amended, although it is not clear to what

¹⁷ The destinations were Boston, New York, Washington DC, Miami, Orlando, Las Vegas, LA, San Francisco, Antigua, St Lucia, Granada, Barbados, Tobago, Cape Town, Johannesburg, Hong Kong, Tokyo, Shanghai, Delhi, Lagos, Port Harcourt.

¹⁸ Personal communication World Vision UK.

extent the postcard played a part in this. It was, however, mentioned by MPs on numerous occasions.

Crimestoppers

If it was decided that the Crimestoppers number could be used in a campaign on CST, it is imperative that the organisation raise awareness that their number can be called overseas from a landline. However, due to problems with accessing the freephone number from overseas, calls currently have to be paid for. It is also important that a system of registering calls is set-up, so information can be tracked and monitored, this could be as a sub category specifically for CST on the National Criminal Reporting System (NCRS). Negotiations are currently ongoing. An established system of information transfer does exist between Crimestoppers and NCIS so intelligence does currently get followed-up. The Crimestoppers website may also be an appropriate channel for distribution as it already lists current campaigns it is involved in.

Tourism Concern

Tourism Concern, a UK charity, could be approached once materials are created and a campaign devised. There are opportunities to distribute in their magazine, although there could be cost implications.

World Vision UK

World Vision UK, a coalition member of ECPAT UK, attended the ITW, a travel exhibition for independent travellers in 2004, and raised awareness on the issue of CST as part of their presence. This was via the distribution of 'Child Friendly Travellers Tips' to visitors to the stand. They also played a documentary discussing the issue and displayed World Vision policy papers and reports on CST. This was identified as a positive approach to distributing a campaign message and travel exhibitions could be identified in the future for the launch of a campaign.

Destination Stakeholders

Destination stakeholders can be placed into 6 categories:

Stakeholders	Motivation
1. Government	
Department of National Affairs	Crime Prevention
Department for Immigration	Crime Prevention
Tourism Police/Immigration Police/Civil Police	Crime Prevention
Department of Tourism/Tourism Authority	Responsible Tourism
The Institute for Social Welfare	Child Rights
National Youth Bureau	Child Rights
National Commission on Women's Affairs	Child Rights
Schools, high schools and universities	Child Rights
Department of Land Transport	Responsible Tourism
Country Embassies & High Commissions	Crime Prevention
2. Travel Industry	
Large Tour Operators	Responsible Tourism
Small Tour Operators	Responsible Tourism
Travel Agents	Responsible Tourism
Airlines – national carriers	Responsible Tourism
Airports	Responsible Tourism

Tourism Offices	Responsible Tourism
Tourist Information centres	Responsible Tourism
Hotel groups and Associations	Responsible Tourism
3. Informal Tourism Industry	
Association of Taxi drivers	Responsible Tourism
Car rental companies	Responsible Tourism
Tourist buses	Responsible Tourism
Diving companies	Responsible Tourism
4. Media	
English-speaking newspapers	Responsible Tourism
Travel/tourism magazines	Responsible Tourism
Locally produced guidebooks	Responsible Tourism
Web-based travel sites	Responsible Tourism
5. Charities	
ECPAT groups	Child Rights
Child focussed/welfare organisations	Child Rights
6. Entertainment venues	
Restaurants & bars frequented by foreigners	Responsible Tourism/Crime Prevention
'British' establishments/clubs for expatriates	
Internet cafés	

This list does not claim to be exhaustive; it represents summary views from the research destinations.

Other opportunities for distribution:

Airports: produce a tourist map of the area with a CST message, or have message of CST inserted into existing maps being distributed to tourists; TV spot for airport waiting areas.

TV spots in hotel rooms: when TV is first turned on a 15 second spot to highlight CST.

Shopping Malls: many of which are frequented by both expatriates and tourists.

Cable TV: in Thailand UNICEF is using a short advert on cable TV to promote the Convention on the Rights of the Child.

Radio Channels

Entertainment venues: i.e. the sex industry, a hard hitting leaflet/poster could be used in these venues as it would be targeting potential offenders.

Other services needed

Training is seen as key by all stakeholders in destination, as it takes courage to take action on this issue. It is important to back up awareness raising campaigns so stakeholders feel confident in their activities in this area. Capacity building of the institutions responsible for distributing the awareness raising material at destinations is also important, as mobility is a precondition to ensuring that the information materials reach the targeted stakeholders. It would also be useful to share best practices from other countries in which such programmes have been found to be successful.

Limitation to distribution

In destination the following were noted as some of the limitations to the distribution of a message on CST:

- Cost.
- Lack of political will.
- Lack of co-ordination on this issue because much of the tourism industry is 'informal'.
- Lack of organisational/institutional 'buy-in' from the distributors.

- Lack of human resources for telephone hotlines as English language speakers need to be provided for this service and to be effective it would need to be 24 hours.

Conclusion

This section identifies a substantial amount of stakeholders and distribution channels for a CST campaign in the UK and in destination. What can be concluded from this is that the question of distribution is closely linked to that of stakeholders' perceived role and responsibility in a campaign. Some agencies are legally obliged to distribute a campaign message, whilst others are compelled to do so by issues of corporate social responsibility or moral responsibility. A campaign on CST should therefore be a co-ordinated effort between stakeholders, each assuming responsibility for their identified role. If this is identified at the outset of a campaign it will ensure each stakeholder has both the motivation and the will to distribute an awareness raising message on child sex tourism.

Monitoring and Evaluation

There has been no co-ordinated monitoring and evaluation carried out by the UK or in the destination countries to evaluate the effectiveness of CST campaigns. This was a major limitation to this research project as it meant 'lessons learned' could not be extracted. It was decided therefore to base this last section on an article written by Christine Beddoe for ECPAT International¹⁹, *Child sex tourism campaigns: the need for dialogue on indicators and evaluation strategies*, in order to produce a model for the impact assessment of future awareness raising campaigns.

At the outset of a campaign, clear aims and objectives should be identified. If, from this research project for example, a campaign was developed aimed at raising awareness using appropriate messages and images in order to encourage travellers to report incidences to Crimestoppers, the objectives would be to a) raise awareness effectively and b) to register reports.

A set of indicators are then needed to measure the effectiveness of achieving these aims and objectives. In this case, to measure whether awareness on the issue had been raised effectively amongst travellers, a survey could be conducted on a targeted group of travellers, testing their awareness of the issue prior, and post, coming into contact with the campaign. To measure whether reports had been made as a result of the campaign, calls to Crimestoppers could be monitored, and callers questioned whether they were calling as a result of seeing the campaign materials.

Once indicators have been defined it becomes easier to evaluate campaigns. According to Beddoe, evaluation can be carried out in four stages: process evaluation, content evaluation, impact evaluation and ethical evaluation.

Process evaluation involves the gathering of quantifiable data such as how many leaflets were produced, at what cost and where they were distributed over a defined time period. Content evaluation includes similar criteria to those that have been tested in the context of this research – namely the appropriateness of images and messages to the target audience. Impact evaluation is important for establishing whether the original aims of the campaign were achieved and whether there were negative outcomes. In the case of encouraging travellers to report a crime to Crimestoppers for example, were the call-handlers adequately equipped and trained to deal with reports? In the long-term did this method of reporting assist NCIS, for example, in building up a picture of child sex tourists' behaviour? Finally, an ethical evaluation should be made of the project overall. This would include an assessment of whether the impact of the campaign had presented any ethical dilemmas. For example, had an increase in intelligence from a particular area meant law enforcement had tightened and the problem been displaced somewhere else.

Opinion polls, questionnaires and focus groups discussions can all be used to monitor and evaluate projects. Monitoring and evaluation strategies that have been conducted by other ECPAT groups can be used as guidelines. ECPAT Germany conducted a project to assess traveller awareness of CST, by carrying out a survey of 215 tourist at Frankfurt International

¹⁹ ECPAT UK Newsletter, No 41, October 2002

Airport²⁰. RESPECT in Austria conducted an evaluation on the use of an in flight video on CST²¹ on Austrian Airline flights from Vienna to Delhi from September to December 2001.

However, planning is key to a successful campaign and clearly stated aims and objectives are an essential element of this.

²⁰ A case study on the implementation of the Code of Conduct by the German tour operators, Sabine Minninger, ECPAT Germany. Results can be found in the appendices.

²¹ "It is not only shameful.....it's a crime" Evaluation of the use of an in-flight video "Child sex abuse is not a peccadillo" on flights of Austrian Airlines from Vienna to Delhi, September to December 2001. Results can be found in the appendices.

Conclusion

This project was developed to address the lack of evaluation and analysis of awareness raising materials on child sex tourism. Interim findings from an EU project to implement the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, found that the tourism industry is reticent at distributing information to their customers on child sex tourism due to the fear it will affect sales negatively.

The research aims of the project were:

- to identify the most effective way to raise awareness on the issue of child sex tourism in terms of the appropriateness of images and messages;
- to ascertain whether travellers would report incidences of child sex tourism to criminal intelligence services and;
- to establish where best to distribute awareness raising materials.

In relation to the first aim, the focus groups discussions allowed the participants to view already existing campaign materials, and debate what the images and messages indicated to them. The findings of the focus groups will help ECPAT UK, and other organisations, to refine their campaign materials to ensure they are appropriate and effective. However, it must be taken into account that what may seem appropriate in the UK, may not be so overseas. Therefore, the cultural context and situation must be considered. For instance, the participants felt that the image should be hard hitting and shocking, yet when someone is on holiday they may not feel the same, and be put off by seeing such materials, rather than 'attracted' to them. These kind of factors must be considered when taking into account the participants thoughts.

As stated in the report, all the respondents knew about CST, and ensuring that they have the appropriate information about the issue and how to deal with concerns can only be a positive step. While the majority stated that they would continue to use, or may prefer to use, a tour operator who is working to prevent child sex tourism, there was a minority who would be dissuaded from using such tour operators. Even a small number of people avoiding a tour operator is significant to that operator. Bearing this in mind, it may be that tour operators/travel agents provide briefings to their staff to ensure that they are able to answer questions relating to their customers concerns about travelling to a country with CST, but not openly advertising their work on child sex tourism. As countries such as Thailand become increasingly popular, and people start to notice CST more, more customers are likely to ask questions and it will be beneficial to the tour operator's staff to be able to answer such questions. However, the findings revealed that 98% of the participants wanted information once they were in destination. This confirms that the tourism industry, whatever their concerns regarding negatively affecting bookings in the UK, can help their customers, and potentially prevent child abuse, by providing information in destination.

On the issue of reporting, the findings clearly showed that people would report incidences, and were more likely to do so if they had the correct information. This again relates to the provision of information in destination. The request for provision of information and the fact that travellers wish to report concerns results in the need for tour operators to be able to handle such complaints. ECPAT UK is currently working with a number of UK tour operators

in the training of their staff, and reporting procedures, and it is envisaged that this work will be rolled out to the travel industry, ensuring that as raising awareness campaigns start and travellers are given the information to report, that the tour representatives will be able to deal with the information appropriately.

In relation to the distribution of information, the report indicates that there are many avenues that can be used to enable efficient distribution of information. The distribution of information should be looked at closely taking into account who the information is aimed at and what type of information is being conveyed.

The findings of this research, although from a small sample size, clearly show that people are aware of child sex tourism and want to be provided with the information and means to prevent the sexual abuse of children while on holiday. A small minority felt that they wouldn't report when on holiday, but the majority did. The provision of the correct type of information, at the most appropriate time and distributed well should ensure that any future work, based on the findings of the research, will help to efficiently target travellers and provide them with the means to report abuse. Britons travelling abroad should be made aware that this is a problem and that with their help, child sexual abuse can be reported and prevented.

Recommendations

The findings of the research are a significant step forward in campaigning effectively on child sex tourism. However, the research highlighted a number of other areas that could be addressed in the future, to ensure effective campaigning. In relation to this the following recommendations are proposed:

Pilot project

This research has been based largely on qualitative data and it would therefore be beneficial to conduct a pilot project of three to six months, incorporating the results, and run a quantitative survey to test the effectiveness of these results. The development of this should be in consultation with the tourism industry. It would involve developing a set number of materials, with a defined message and image, and distributing these through targeted distribution channels, at a targeted audience.

ABTA MORI survey

This is carried out every two years (Attitudes to Holidays) and is due to be conducted in September for publication in November at convention. There is an opportunity to expand on the research results by including a targeted question.

Collation of CST information for all countries

A desk-bound study collating destination specific information for Tour Operators on: levels of CST, convictions, legislation, where to report and contact details of government departments, police, local NGOs and child welfare agencies.

Re-education project

A number of interviewees stated concerns on the terminology used in campaigning on the issue of CST. Concerns focused on the idea that society is becoming too sensitised to such terms as 'child sex tourism' and 'child prostitution'. Suggestions were made to analyse the terminology used and then follow this with a 're-education' campaign highlighting the realities of the issue in order to re-clarify perceptions.

Bibliography

Beddoe, C (2002) 'Child Sex Tourism Campaigns: The Need for Dialogue on Indicators and Evaluation Strategies', ECPAT Newsletter: October 2002, p. 5.

Beddoe, C (2003) 'Education and Training in the Prevention of Sexual Exploitation of Children in Tourism', Paper presented at the Bali Regional Consultation (25 June 2003).

Carter, S (1998) 'Levels of Uncertainty Amongst Europeans About Sex Tourism Involving Children: An Analysis of the Eurobarometer Survey', in the Report of the First Europeans Meeting of the Main Partners in the Fight against Child sex Tourism, Brussels Travel Fair, 24th and 25th November, 1998. European Commission.

Carter, S. and Clift, S (2000) 'Tourism, International Travel and Sex: Themes and Research', in Carter, S and Clift, S, 'Tourism and Sex: Culture, Commerce and Coercion'. Pinter, London.

ECPAT International, 'Developing Partnership for Training', available at www.ecpatinternational.org/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp

ECPAT International, 'Using Communication Media as a Tool for Campaigning', available at www.ecpatinternational.org/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp

ECPAT International, 'Setting up a Campaign', available at www.ecpatinternational.org/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp

ECPAT International, 'Creating a Database as a Tool for Campaigning', available at www.ecpatinternational.org/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp

ECPAT International (2003) 'ECPAT Report on the Implementation of the Agenda for Action Against the Commercial Sexual Exploitation of Children 2001-2002'. Bangkok.

Groupe Développement (2001) 'Child Sex Tourism Action Survey'. ECPAT International.

Hodgkin, R, and Newell, P (2002) 'Implementation Handbook, Implementation Handbook for the Convention on the Rights of the Child'. UNICEF, Geneva.

Home Office (2003) 'Sexual Offences Bill: Government Proposals on Sex Offenders who Travel Abroad'. Document available at: www.homeoffice.gov.uk/docs/travel_abroad.pdf

Home Office (15.4.2003) 'Government Crackdown on Sex Tourism'. Press release: www.homeoffice.gov.uk

Nuon, R. et. Al (2001) 'Children's Work, Adult's Play: The Problem in Cambodia'. World Vision.

O'Connell Davidson, J (2001) 'The Sex Exploiter'. Theme Paper for the Second World Congress against Commercial Sexual Exploitation of Children, Yokohama, December 2001.

O'Connell Davidson, J (2000) 'Sex Tourism and Child Prostitution', in Clift, S and Carter, S, 'Tourism and Sex: Culture, Commerce and Coercion'. Pinter, London.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Costa Rica'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Cuba'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Dominican Republic'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Goa'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: South Africa'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Thailand'. ECPAT International, Bangkok.

O'Connell Davidson, J and Sánchez Taylor, J (1996) 'Child Prostitution and Sex Tourism: Venezuela'. ECPAT International, Bangkok.

Seabrook, J (1999) 'No Hiding Place: Child Sex Tourism and the Role of Extraterritorial Legislation'. Zed Books, London.

Seabrook, J (2001) 'Travels in the Skin Trade: Tourism and the Sex Industry'. Pluto Press, London, 2nd edn.

Websites

www.ecpat.org/projects/child_sex_tourism.html

www.ecpatinternational.org/eng/Ecpat_inter/projects/sex_tourism/sex_tourism.asp

www.europol.eu.int

www.homeoffice.gov.uk/justice/sentencing/sexualoffencesbill/whitepaper.html

www.interpol.int/Public/Children/SexualAbuse/NationalLaws

www.respect.at

www.thecode.org

www.unicef.org/crc/crc.htm

www.world-tourism.org/protect_children/index.htm

http://www.world-tourism.org/market_research/facts/barometer/january2004.pdf

Appendices

The following materials were developed for the project. They are draft only, and are not to be reproduced in any form.



The man hiding his face has been sentenced to 20 years in jail. Thanks to J. Smith's call to Crimestoppers he is no longer free to sexually abuse children on his trips abroad.

If you see suspicious behaviour whilst you are on holiday please report it to the British Police on Crimestoppers on 0800 555 111 on a landline FREE anywhere in the world and help put a stop to child sexual exploitation.

A 50 year old tourist from Eastbourne was jailed for 16 years in the Philippines for organising child sex tours.

A 71 year old man was given a life sentence in Goa, India. He was charged with paedophilia and selling minors for the purpose of prostitution to child sex tourists.

A Briton was sentenced in December 2001 in Thailand to 14 years imprisonment for raping two girls aged 12 and 13 years.

A British man was sentenced in September 1999 in Thailand to 12 years imprisonment for molesting a 6 year old girl who studied music with him. When he confessed the penalty was reduced to 6 years.

Sex with children is a crime, please don't turn a blind eye.
REPORT IT.





where would you rather spend the night?

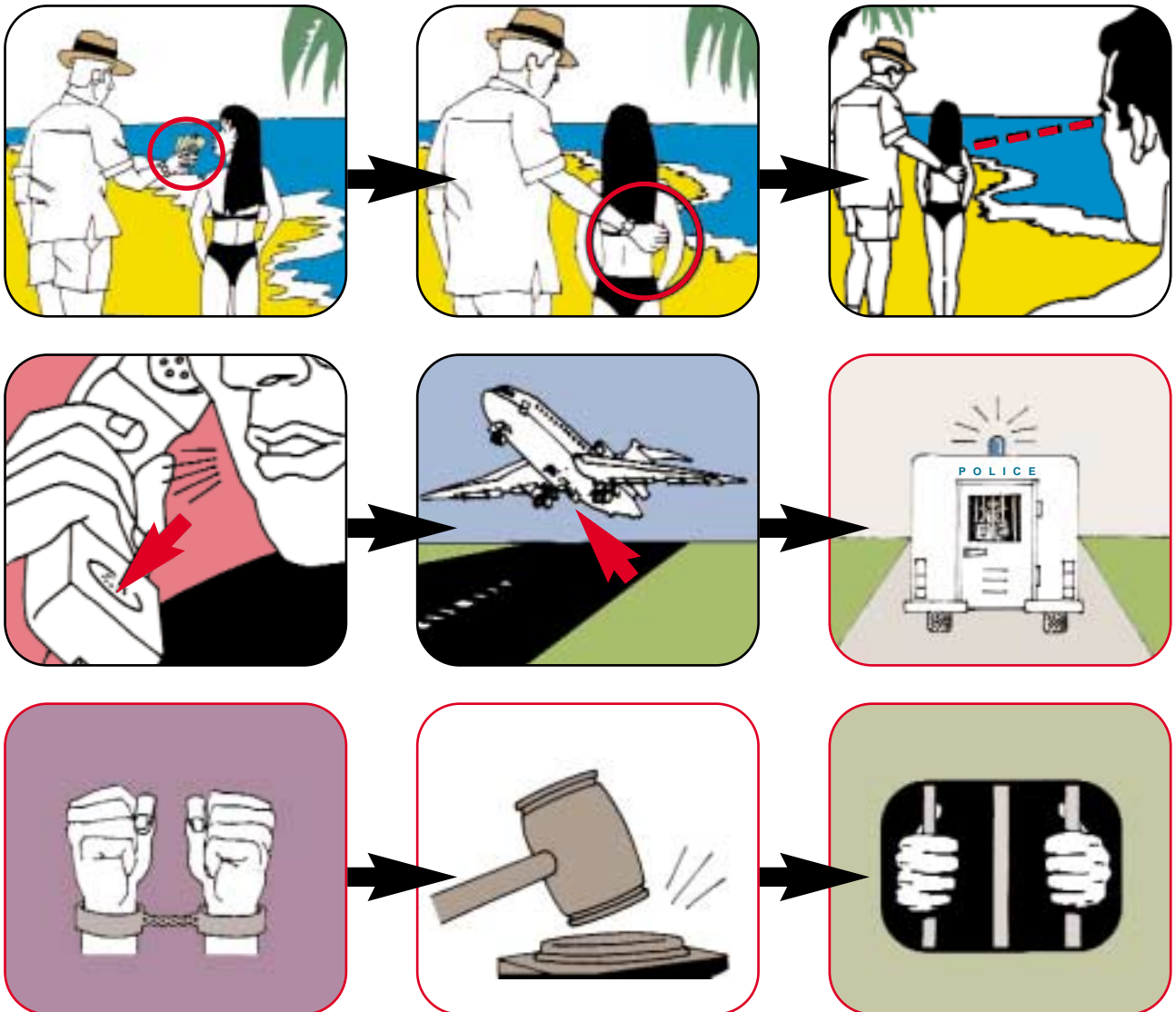
CONVICTED. A 24 year old tourist from Manchester was sentenced to 42 years in a Thai jail in 2003. He was convicted for molesting boys under the age of 15 whom he lured back to his hotel room. The court reduced his term from 63 years to 42 years because he gave testimony beneficial to the trial.

IF YOU SEE SUSPICIOUS BEHAVIOUR WHILE YOU ARE ON HOLIDAY PLEASE REPORT IT TO THE BRITISH POLICE VIA CRIMESTOPPERS.

YOU CAN CALL CRIMESTOPPERS FREE ON **0800 555111**
ON A LANDLINE ANYWHERE IN THE WORLD AND HELP PUT A STOP TO THE
SEXUAL EXPLOITATION OF CHILDREN BY TOURISTS.



EMERGENCY PROCEDURE AGAINST CHILD SEX TOURISTS:



CALL CRIMESTOPPERS FREE: 0800 555 111

FROM ANY LANDLINE WORLD WIDE IF YOU HAVE ANY INFORMATION
THAT YOU THINK MAY HELP THE BRITISH POLICE STOP THIS ABUSE.

It is an offence under British law for UK citizens and residents to engage in under age sexual activity with a child in another country. The penalties are the same as if the offence had been committed within the UK. These offences attract severe penalties including a maximum of life imprisonment for some.

CONVICTED. A 50 year old tourist from Eastbourne was jailed for 16 years in the Philippines for organising child sex tours.

CONVICTED. A Briton was sentenced in December 2001 in Thailand to 14 years imprisonment for raping two girls aged 12 and 13 years.



I AM NOT A TOURIST ATTRACTION OR YOUR PLAY THING.

Sex with children is a crime,
it can mean 7-20 years in prison.
Offenders can be convicted back in the UK.

Please call Crimestoppers on:

0800 555 111

and speak **FREE** on any landline worldwide
to the British police if you see suspicious
behaviour whilst on holiday.

YOU CAN MAKE A DIFFERENCE
PLEASE DON'T TURN A BLIND EYE.



Pragma Consulting: Project Purple

Recruitment Specification

General Background:

The project is for a charity which is working with government agencies to understand how they could best advertise / communicate to the general UK tourist about the issue of child sex tourism (i.e. UK nationals having sex when on holiday with underage girls/boys, whether for money or not) and to encourage them to report it if they see it. The reason for this is that underage sex is a crime in this country and in 190 other countries.

N.B. we do **not** want to alert respondents in advance about the subject matter, although we would like to screen out anyone who might be overly upset by the subject matter (and it could be quite embarrassing/difficult if we had some actual sex tourists in the group!!)

Recruitment Criteria:

General screeners:

1. We want to exclude anyone who might be upset by the subject, so you should say:
“This research is for a campaign the government is planning to warn travellers about some of the possible dangers and unpleasant things that they may come across when they are travelling overseas. Please tell me if there are any subjects that you would not be prepared to talk about in a discussion group:
 - Drugs and drug trafficking
 - Child prostitution and child sex tourism
 - AIDS
 - Terrorism
 - Asylum seekers

Do not recruit if child prostitution etc. mentioned.
2. We only want to include those who are socially and culturally aware. Please ask:
“Please tell me the extent to which you agree / disagree with these statements :
 - When on holiday I like to get out and see the place and meet the people
 - When on holiday, I tend to spend most time on the beach/by the poolObviously, we want people who agree with the first and disagree with the second statement.

Group Specifications:

- Recruit 10 for 8
- Any social class
- 50:50 male female in each group
- Exclude people who only travelled in the last year to: Western Europe, US/Canada, Aust/NZ
- Recruit people who travelled in the last year to Eastern Europe, Africa, North Africa, South America, Caribbean/Central America, India, Middle East, South East East, East Asia

We want to achieve a sample that very broadly covers the spectrum of travellers from the UK:

London 2nd June	Midlands 3rd June
Group 1: Under 35, no children Must include minimum: 2 x backpackers/gap year travellers 2 x business travellers 2 x package holiday 2 x independently planned	Group 3: 35-55, with children under 16 Must include minimum: 2 x business travellers 3 x package holiday 3 x independently planned
Group 2: 35-55, with children under 16 Must include minimum: 2 x business travellers 3 x package holiday 3 x independently planned	Group 4: 55+, no children <16 at home Must include minimum: 3 x package holiday 3 x independently planned
Across the two groups we need travellers in the last year to the following destinations, at least: 3 x Africa 3 x South East Asia 3 x North Africa/Middle East/ India 3 x Eastern Europe 2 x Caribbean/Mexico/Central America 2 x South America N.B. Exclude those going on cruises or all-inclusive holidays	Across the two groups we need travellers in the last year to the following destinations, at least: 3 x Africa 3 x South East Asia 3 x North Africa/Middle East/ India 3 x Eastern Europe 2 x Caribbean/Mexico/Central America 2 x South America N.B. Exclude those going on cruises or all-inclusive holidays

Questionnaire

We want to administer a short questionnaire during the groups. However, we want to have as large a sample as possible for this, so we would like questionnaires to be given for completion to all those who fit the criteria, but who cannot come to the groups (unavailable etc.)

N.B. These questionnaires should not be given/shown to those actually recruited for the groups

Venue

Please arrange a suitable hotel venue in each location. We will require a 'board room' style set up, with basic refreshments.

PROJECT PURPLE: The project is for a charity which is working with government agencies to understand how they could best advertise / communicate to the general UK tourist about the issue of child sex tourism (i.e. UK nationals having sex when on holiday with underage girls/boys, whether for money or not) and to encourage them to report it if they see it. The reason for this is that underage sex is a crime in this country and in 190 other countries.

Please help us by answering the following questions. Feel free to skip any questions you do not wish to answer.

Q.1 Please write in all the overseas destinations you have travelled to in the last 2 years, and indicate what type of trip they were. Include all trips, whether holiday, personal or business.

Write in the <i>countries</i> you travelled to in the boxes below	Tick here to show which type of trip it was			Tick here to show how it was booked / arranged			
	Business	Holiday	Other personal	Package	Self-arranged	Travel agent arranged	Internet

Q.2 Please indicate the extent to which you believe that child prostitution exists in each of the areas below. (N.B. By child prostitution we mean sexual acts with children and young people under the age of 18, in exchange for money or gifts)

	Very common	Quite common	Exists a little	In very rare cases	Not at all
UK					
Western Europe					
Eastern Europe/ Russia					
Middle East/ North Africa					
Central America/ Caribbean					
South America					
Sub-Saharan Africa					
India/Pakistan/Sri Lanka					
South East Asia					
East Asia (China/Japan/Korea/Hong Kong)					
Australasia					

Q.3 Are you aware that some travellers go overseas and have sex with children and young people of that country, who are under the age of 18? N.B. This is known as ‘Child Sex Tourism’

	Tick
Yes – have seen / heard / read a lot about it	
Yes – but don't know too much about it	
No – not heard about it before	

Q.4 How acceptable do you think this is?

With children aged:	15-18 yrs	11-14 yrs	5-10 yrs	0-5 yrs
Quite acceptable				
Not really acceptable				
Not at all acceptable				

Q.5 What kind of people do you think do this? Please give brief descriptions in the boxes below:

(e.g. sex, age, nationality, job, lifestyle, family situation, etc.)

Example 1	
Example 2	
Example 3	

Q.6 Have you seen or heard anything about Child Sex Tourism from any of the following sources?

	Please Tick		
	In the UK	Whilst Overseas	During journey to destination
Not seen/heard anything about it			
Seen/Heard in			
News/documentaries on TV			
TV advertising			
Cinema/films			
Newspapers			
Magazines			
Leaflets			
Airline video			
UK airport			
Overseas airport			
Posters in your hotel			
Leaflets in your hotel			
In a travel agent			
In tourist information			
Holiday brochure			
Luggage label			
Friends and family			

Lecture			
Hotel room			
Restaurant			
Travelling / personal observation			
Other			

Q.7 Have you ever seen a publicity campaign aimed at combating child sex tourism? If so, where?

	Please Tick		
	In the UK	Whilst Overseas	During journey to destination
Not seen/heard anything about it			
Seen/Heard in			
News/documentaries on TV			
TV advertising			
Cinema/films			
Newspapers			
Magazines			
Leaflets			
Airline video			
UK airport			
Overseas airport			
Posters in your hotel			
Leaflets in your hotel			
In a travel agent			
In tourist information			
Holiday brochure			
Luggage label			
Friends and family			
Lecture			
Hotel room			
Restaurant			
Travelling / personal observation			
Other			

Q.8 If publicity campaign seen, what was it and what did you think of this? (e.g. did you need more information, were you shocked, was it easy to understand, etc?)

--

Q.9 If you suspected an incident of child sex abuse by a traveller whilst you were on holiday or on a business trip, which of these would you be most likely to do (You can tick more than one)?

	Please tick
Ignore it	
Mention it to travel companions	
Mention it to tour operator/tour rep	
Mention it to hotel manager/staff	
Report it to local police	
Report it to local charity/children's charity	
Report it to UK based charity/children's charity	
Call Crimestoppers (international freefone and anonymous)	
Say something to the person involved	

Other	
-------	--

Q.10 If you would not report/mention it, what would be your reasons.....

Q.11 Would you be more likely to.....

	Please tick
Report while on holiday	
Report on return home	
Neither	

Q.12 If a tour operator campaigned against Child Sex Tourism, for example, having information in their brochure, putting up posters in resorts or showing an in-flight video, would it deter you at the time or in the future from booking a trip with that particular tour operator?

	Please tick
Would make me more likely to use them	
Would make me less likely to use them	
Would make no difference to me at all	

Q.12a Please explain your answer

--

Q.13 Tour operators are considering mentioning the existence of Child Sex Tourism in certain destinations in their brochures. If they mentioned it in a destination that you were planning to visit, which of the following would apply.....

	Please tick
Would make me less likely to want to go to the destination	
Would make me more likely to want to go to the destination	
Would make no difference to me at all	
Would make me more careful / wary when I went there	
Would put me off going there with my own children	

Q.13a Please explain your answer

Which apply to you.....?

Male		Under 35		Have children under 16	
Female		35-55		Have children 16-18	
		55+		Have son/daughter over 18	
				Do not have children	

Please tell me the occupation of the Head of Household

Project Purple Discussion Guide

Introduction

5 mins

Name, age, where they live, what they do, how often they do on holiday?

Holidays

5 mins

Where did you go on your last holiday?

Who did you go with? How long did you go for?

What did you do when you were out there?

Did you encounter any negative experiences or dangers whilst you were away?

e.g. mugging, drugs, prostitution, child prostitution.

Questionnaire

15 mins

Ask respondents to complete the structured questionnaire.

General Awareness of Campaigns

5 mins

Can you remember seeing any charity or crime reporting campaigns?

What were they? What did you think of them?

Why do you remember them?

Prompt respondents with campaigns:

Crimestoppers, Rat on a Rat, Benefits Fraud, NSPCC, Barnardo's.

Did any of these encourage you, or someone you know, to report crime?

Response to Campaign Material

35 mins

We are here to talk about how best to run a publicity campaign aimed at combating child sex tourism, by raising awareness of the issue and encouraging people to report it if they come across it. I have a number of different types of material here which I would like to go through:

(Show a selection of awareness raising campaign materials to respondents grouped under similar headings, encourage respondents to look at them and read them)

Which of these best conveys the message that child sex tourism is wrong?

What do you think about the messages conveyed? Do you understand them?

What campaign message would be most likely to get your attention and raise your awareness?

What do you think about the images used? Why?

What images would be most likely to get your attention and raise your awareness?

What campaign material do you think is good? Why? What do you think is good about them?

What campaign material do you think is bad? What would you change about them?

Choose two campaigns that you feel would be most likely to catch your attention – why have you chosen them? What is good about them? Is it the message or the image that catches your attention?

What do you think the most effective awareness raising message and image would be for you?

Which message/image/ campaign would be most likely to encourage you to report a suspected case?

Reporting Child Sex Tourism

15 mins

If you suspected an incidence of child sex tourism whilst you were on holiday or a business trip what would you do/ have you done?

If nothing, then why not?

When would you report it? On holiday or on return? Why?

Who would you report it to?

What would encourage you to report suspected cases of child sex tourism?

You can call the Crimestoppers number from overseas using the international dialling code.

This call is free from a landline. Would you use this to report it if you saw it? Why? Why not?

Reaction to Message Directions

10 mins

Let's look through possible message directions that could be used in a CST awareness campaign.

What do you think of each one?

How effective do you think they would be?

Which of these would you feel you would respond to? Why? Why not?

What sort of images do you think would go with them?

Can you think of any other possible messages that might appeal to you?

ECPAT UK Market Research Project

Guidelines for data collection for destination partners

The project is a research project focused on UK tourists travelling to three destinations – Costa Rica, Gambia and Thailand. The data gathered will be used by a market research agency in the UK to conduct focus group sessions aimed at establishing such factors as what kinds of messages and images can be used in awareness raising materials on CST, and where best to distribute them. A lessons learned document will be produced by the project co-ordinator at the end of the project aimed at proving that it is both necessary and possible to raise awareness on CST, without negatively affecting tourism and as a tool to prevent crime.

The research required will be a combination of primary and secondary data gathering. However we consider primary data to be no more than a personal analysis/opinion of the situation in your country for instance on issues of cultural sensitivity. You may have to conduct a number of interviews (in person/on the telephone) in order to establish for example who the stakeholders are or where materials could be distributed.

The destination partners are expected to produce a research report of approx. 10 pages giving answers to the survey/data collection questions including recommendations on the best distribution channels, messages/content and monitoring techniques for awareness raising materials targeting UK tourists.

Timetable

We require the information by May 14 (6 weeks research period). It is imperative the research data is produced by this date as it is required by the market research agency.

Communication should be via email.

Survey/Data Collection questions

The following presents the precise information that is required from the partners.

1. The general situation of child sex tourism in your country.

Supply

- girl/boy ratio, where from, formal/informal sex industry/ages
- where it takes place and how encounters happen (e.g. facilitated by middleman)
- is there trafficking involved (cross-border/incountry)

Demand

- what percentage (estimate if figures not available) of UK tourists are involved
- provide figures for number of arrests and convictions in country
- the background/make-up of the UK tourists – gender/age/profession
- typology of tourists (package/backpacker/business)

2. Existing awareness raising on CST

- who are the key stakeholders for raising awareness on CST in your country
- in your opinion what are their reasons for raising awareness? (crime prevention/responsible tourism/threat to economy)
- explanation & analysis of any awareness raising activities on CST in your country and how effective they have been. Has any evaluation been carried out? If so, by who, and how?
- examples of awareness raising materials (hard copies to be provided where possible)
- in your opinion were these initiatives effective? what worked, what didn't and why?

3. Distribution

- what distribution channels exist in your country for distributing awareness raising materials (consider all & various options - passport control/email/bill-boarders/sky-writing....)
- where could a) a poster and b) a leaflet be distributed in your country
- what are the limitations to the distribution of materials (eg costs/stakeholders)
- in your opinion what other services such as training might need to be provided in line with distribution of awareness raising materials

4. Content of awareness raising materials

- in your opinion what messages would work best in your country
- are there any particular issues/images/language to avoid using in awareness raising materials
- could a police number be used in awareness raising materials – what impact would that have on NGOs and the police if it were to be used
- is there a police hotline set up already in your country for reporting child abuse? Child sex tourism? How does it work? Is it successful?
- if incidences are/were reported what social service provisions are in place for children? Are they effective?

5. Monitoring of awareness raising materials

- in your opinion what monitoring techniques could be used in destination for evaluating the effectiveness of awareness raising materials targeting UK travellers
- who are the key persons/groups/organisations who could be effected by awareness raising on CST (e.g. police/tourism industry/potential offenders/children involved in sex tourism/NGOs).
- in your opinion what are the potential impacts the distribution of awareness raising materials could have on them.

A Case Study on the Implementation of the Code of Conduct by the German Tour Operators – Tourists were interviewed about their awareness of CSEC at airports.

By Sabine Minniger, ECPAT – Germany²²

The awareness of tourists with regards to the Code of Conduct....

The results of the survey of 215 German tourists at Frankfurt International Airport, travelling to South East Asia, South Africa, Cuba, Brazil and the Dominican Republic.

The following central questions were asked:

- Knowledge and awareness of CSEC
- Their opinion of who in Germany is responsible to take measures to combat the problem.
- The level of willingness of tourists to take their own initiative.
- The importance for them of the initiatives taken by the German tourism industry.

The survey results....

General awareness and knowledge of those questioned about CSEC:

- 93% awareness of the problem.
- The most important source of information for 62% is the media.
- 58% claimed to have little or no knowledge of this.
- The most well known country for child sex tourism is with a large majority, Thailand, followed by Philippines, India, Brazil and the Dominican Republic.
- 77% awareness of the 1993 introduced extra-territorial legislation.

Awareness of the Code of Conduct...

- 93% of those surveyed were not previously provided with information about CSEC from the tourism industry (neither from Travel Agencies, travel catalogues nor travel documents).
- 92% have not heard of the Code of Conduct.
- 98% don't know of the info flyer "Kleine Seelen, Grosse Gefahr".
- (this is the case with 63% of those travelling with a tour operator).

The responsibilities of the tourism industry:

- for 88% of those questioned it is important/ very important that the tourism industry takes measures to protect children from CSEC.
- 96% are of the opinion that the tourism industry should inform its customers about this issue. Who within the tourism industry should be especially qualified to inform tourists:

Employees Travel Agency	18%
Managers Tour Operator	18%
Tour Guides	34%
Airline Personnel	5%
Hotel Personnel ²³	25%

The influence the tourism industry has on the travel attitudes of tourists.

- 73% of those questioned would prefer a tour operator that takes initiatives to protect children.
- 77% of those questioned would prefer a hotel that takes initiatives to protect children.

²² Adapted from a powerpoint presentation.

²³ Total number of respondents: 530

- Important: Customers would like it to be clear which tour operators take initiatives and details about these initiatives. They are, however, not willing to do this if it means a lower price-performance of the service offered.

Which measures should tour operators take against CSEC?

Hotel contract clauses	19%
Training at destinations	18%
Informing customers	13%
Cautionary hotel stickers	14%
Financing charities	14%
Training employees	17%
Corporate ethics	5% ²⁴

Willingness for personal engagement i.e. taking action when witness to a crime when on holiday:

- 46% would take action.
- Only 3% would ignore the problem as they are on holiday.
- 47% were not sure what the right thing to do would be.

What concrete measures would they take?

Inform anonymously	3%
Inform German police	4%
Inform tour guide	23%
Inform TO/ TA after return	9%
Direct involvement	16%
Inform local police	17%
Inform hotel personnel	28%

Tourists demands

- Tourists want to know what to do – information
- Tourists need a contact person – training of employees
- Those questioned wish to know which tourism company takes initiatives to protect children – marketing.

Conclusions for the tourism industry:

- The active engagement of the tourism industry to take initiatives to protect children, was looked upon very positively and facilitates a more positive image of the industry.
- Active social engagement can be used as an effective marketing tool and can be financially rewarding, as tourists prefer ethically active tourism companies.

Thank you for your attention!

²⁴ Total number of respondents: 541

**“It is not only shameful ... it’s a crime“: Evaluation of the use of the inflight-video
“Child Sex Abuse is not a peccadillo“ on flights of Austrian Airlines Vienna – Delhi -
September to December 2001²⁵**

Views of the passengers – Experiences with the inflight-video on long-haul-flights

Summary of Evaluation Results and Conclusions for How to Use the Video

Since 1999 a European Campaign – supported by respect (Centre for Tourism and Development in Austria and five national ECPAT-organisations) – has been working on a Code of Conduct for Tour Operators against commercial sexual abuse of children committed by tourists. The tour operators will voluntarily agree to this Code of Conduct, taking over responsibility to fight child prostitution. Effective measurements would be an ethical corporate policy, information and training for employees in the countries of origin as well as in the countries of destination, new contracting arrangements with hotels and other cooperation partners which refer to the Code of Conduct, information of travellers and a monitoring system to ensure that the rules will be followed by all partners. All these measurements are to be established as routine practices in the long run.

In the course of an information campaign for airline passengers, the Austrian Ministry of social Security and Generations (BMSG, Dep. VI/1), in cooperation with the Department for Tourism of the Austrian Ministry of Economy and Labour and UNICEF, developed an inflight video titled “The abuse of children is not a peccadillo” The 46” video, produced by the well known Austrian Film Team Dolezal and Rossacher in 1998, has been presented by Austrian Airlines on their long-haul flights to South Africa and India since 1999. It was reevaluated in 2001 by a research team of respect (Centre for Tourism and Development). The actual evaluation questions were as follows:

- What are the frame conditions the video is presented in?
- How do flight passengers react to the video?
- Is the video successful in making the travellers sensitive to the problem and in activation them to act against commercial sexual child abuse in the regions of destination?
- Does the message that there is criminal prosecution to this offence even in the country of origin reach the travellers?

The methodology refers to a triangulation of a quantitative and qualitative research approach. A first quantitative database was obtained from a questionnaire for passengers. Between 18 September and 18 November, 2001, almost 1500 questionnaires were handed out on AUA flights to Delhi, India, to passengers by (previously briefed) flight attendants. The return quota of the questionnaires was about 20 % (in total 365). In view of the worldwide problematic situation following 11 September, 2001, the result is acceptable. The second qualitative database was obtained from problem focussed face-to-face interviews with passengers, carried out by a research team of four experienced interviewers on two AUA flight to Delhi (on 25 September and 4 November). 50 people were asked to take an interview, 40 agreed to it, an a total 28 persons were finally interviewed and recorded on tape. A content analysis provided additional categories for evaluating the effects of the video.

The results of the evaluation will help to decide, if and to what extent Airlines can inform passengers and raise awareness among travellers and if the initiative started by the Austrian Airlines could be recommended for other carriers as well.

Based on the quantitative analysis of the data obtained from the passengers interviewed and on the various purposes of travel they gave, it was possible to divide them into the two passenger types of

²⁵ Isabelle Hager, Margit Leuthold and Astrid Winkler (2001). Respect – Zentrum für Tourismus und Entwicklung, Vienna. In co-operation with Austrian Airlines, EU.

business travellers and **holiday travellers**, with a further possible subdivision in the latter group, viz. into **individual travellers** and **group travellers**:

The characteristic features of **business travellers** can be summarized as follows: usually they are males aged between 30 and 50. They have a high level of education (university graduates), are in a leading position in their jobs and have a family.

The group of **holiday travellers** can be subdivided into two types: as for the **individual travellers**, they show a balanced distribution of the sexes, are usually of younger age (below 40), often qualify for college or university and are mostly employees or skilled workers.

In the section of **group travellers**, the distribution of sexes is also fairly equal. However, members of this statistical group are clearly older (over 50) and have a lower level of education.

Business travellers 23% male, middle aged, university degree, leading job position or self-employed, family	Individual travellers 53% under 40, qualified for university, employee/ skilled worker or still in training, no children	Group travellers 24% over 50, not qualified for university, employee/ civil servant or pensioner, with children
---	---	--

Figure 1: Ideal-typical characteristics of traveller profiles [respect 2001]

⇒ **People are well aware of the problem but lack information about what can be done against it**

Generally, the problem of sexual abuse of minors by tourists is well known. Most interviewees obtained their knowledge on the subject from the TV and print media. Several among the business and individual travellers also mentioned that they became aware of the problem by personal observation that they made on previous trips. The group travellers, on the other hand, hardly ever encountered such situations.

Despite the high degree of awareness among the interviewees themselves they also expressed the opinion that the problem received too little public attention. The reason for this seeming incongruity could be a feeling of helplessness or inadequacy, or the persons' own wish to learn more about the issue, in particular what travellers themselves can actually do against it.

The answers concerning the interviewees' sources of information showed that the tourism industry up to now is not active enough in terms of passenger education. As many as 40 % of the interviewees said they think travel agencies should be taking measures to combat the despicable truth of sex tourism. Especially the group travellers would like to get information regarding the problem from the travel companies.

A willingness to devote more attention to the problem during the journey to come, and for instance to inform local authorities and/or the tour guides of observations they may make, was expressed by about 50 % of the persons who watched the video. The majority of them would also be willing to boycott tour operators and hotels who cater to sex tourists, if they'd only get the necessary information.

⇒ **Nearly 50 % of the interviewees didn't know before about the possibility of prosecution also in their home country – they learned about this in the video.**

This very striking result of the quantitative analysis shows that the message which the clients commissioning the spot wanted to convey in particular – i.e. that the criminal offence of “sexual abuse of children abroad” is actionable in Austria as well – could be brought across.

The majority of subjects in the qualitative interview could also clearly remember this message.

⇒ **Informative and emotionally stirring effect of the in-flight video: pity, anger, grief, helplessness.**

The video was generally described as conveying an informative and also an emotionally stirring effect. In many viewers, its contents elicited the response of pity for the victim. Somewhat less frequent responses mentioned were an emotion of anger accusing the perpetrator as well as disgust and revulsion.

The informative character of the video was particularly emphasized by group travellers who, in comparison with the other two traveller types – business and individual travellers –, registered less frequently emotional perturbation but significantly more often pity and accusatory attitude with regard to the perpetrator.

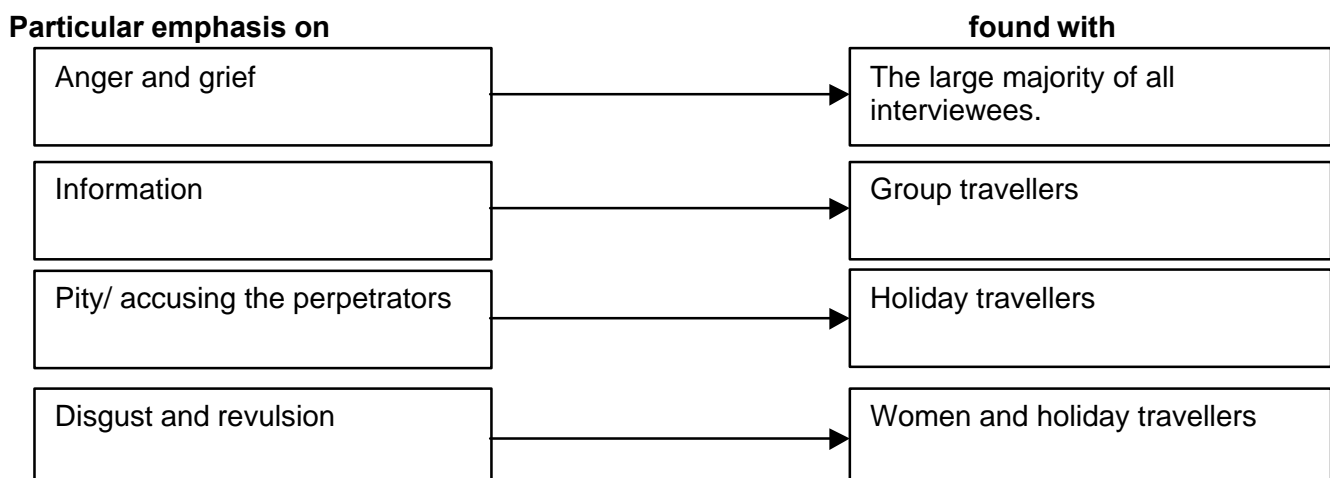
Business and individual travellers were most strongly emotionally touched by the video. Disgust and revulsion were registered especially among female individual and group travellers.

A majority of the interviewees felt anger and grief after having watched the video. Negative reactions to this way of making the problem visible were not very marked, and where they occurred they might have been provoked by the fact that many viewers were confronted with the video and its contents quite without preparation. After all, more than one third of the interviewees at first thought to be watching a holiday commercial.

Among the **group travellers**, 20 % felt irritated, personally attacked and/or helpless 15 % refused to be bothered with the subject.

Among the **individual travellers**, there was also a group of 20 % who expressed irritation, and another third of them felt at a loss and helpless. About 5 % didn't want be bothered with the subject, and less than 5 % felt personally criticized.

The group of **business travellers** made up for the least irritated and/or helpless, only 13 % each experienced such emotions, while the feeling of being personally attacked by the video was registered by 20 % as well. Only about 3 % refused to be bothered with the subject.



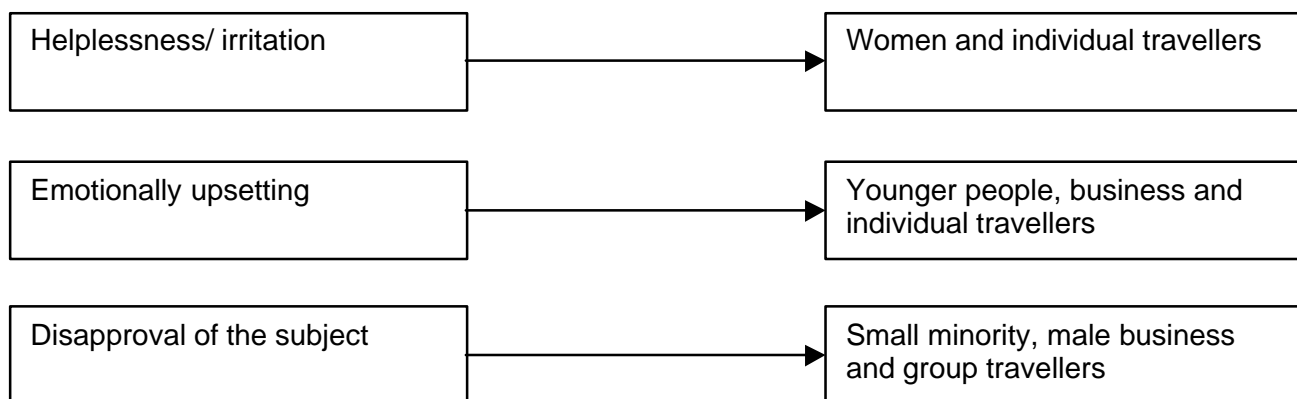


Figure 2: Effects of the in-flight video (simplified)

Just as with the results in the statistical evaluation of the questionnaires, the analysis of the personalized interviews (face-to-face) also showed differences between the sexes with regard to the degrees of their being emotionally affected by the video. Women tend to be emotionally touched in a stronger way, while men are more liable to show feelings of disgust and revulsion.

Those passengers who were emotionally affected showed a higher willingness to give serious thought to the subject, as well as a high motivation to concern themselves with the problem of “child abuse by tourists” (or they were already concerned with it).

Emotionally affected subjects also tended to perceive the video from the child’s perspective. They were more aware than others that it was not aimed at perpetrators.

Passengers reacting with indifference tended to think rather on the level of the perpetrators and therefore considered the video of little or no value in achieving its own aims.

⇒ **Good marks for the in-flight video obtained by quantitative and qualitative evaluation – 71 % of the passengers would like to see the video on all AUA flights**

Generally, the video was received quite positively. 87 % of the interviewees approved of the fact that the public was made aware of the problem in this way. About half of them felt encouraged by the video to do something within their possibilities against this crime. 25 % were undecided, and another 25 % would not be prompted to any such activities by the video. 71 % of the passengers would wish to see the video on all AUA flights. Only 3 % refused the showing of the video on flights at all.

Despite these good marks for the in-flight video as a means to make the public aware of the problem, almost three quarters of the participants expressed an entirely or partly pessimistic attitude about the potential of this measure to actually solve the problem. For, when asked what institutions should take measures to deal with the problem, 80 % of the interviewees named the media, followed by “the politicians” with 69 %. Nonetheless, 40 % attributed responsibility to travel agencies, and 19 % to airline companies.

The obvious amount of inconsistency about how the video might actually solve the problem could be explained with the great interest among the passengers for the problem, while at the same time a public information about is severely lacking. In any case, 86 % of the interviewees are convinced that the general public is not informed sufficiently about the problem of commercial sexual exploitation of children by tourists. This lack of information could also lead to indifference and uncertainty as to the question who should mainly be responsible to solve the problem, and by what means it could be solved. Despite the passengers’ doubts about the potential of the in-flight video to solve the problem,

the majority pleads for its use, which expresses a strong need for more information and awareness-raising on the subject.

⇒ **The principal effect of the video lies in making viewers more sensitive to the problem and in encouraging them think about it**

The presentation of the video provoked almost no disapproval at all and was not felt to be offensive. Some actually regarded it as “too gentle”. But even those passengers welcomed it in principle. So all in all, it can be said without reserve that showing the video and confronting passengers with the subject at the outset of their trip was not at all perceived as bothersome or inappropriate. Quite on the contrary: most interviewees attributed a high degree of responsibility to the tourism industry (40 % mentioned travel agencies) and therefore also to the airlines (19 %), seeing the steps they take to curb sexual abuse of children by tourists, as mentioned before.

However, what was to be observed in some cases was emotional denial by expressing indifference to the video. This is in keeping with an *expert opinion given by the child and youth psychiatrist Max H. Friedrich, Ph.D.*, drawing attention to the fact that denial should not be interpreted in a negative way for it constitutes a signal that one is affected.

Among other things, Friedrich recommends the video to be shown repeatedly, once with sound and a second time without. This, says the expert, would enhance the “memorizing effect”. However, cabin attendants should be prepared to handle disapproving reactions by the passengers.

For this purpose, it is recommended to conduct a series of training and information events for the AUA cabin staff over a prolonged period of time.

Consideration should also be given to the question of how reception of the video text could be improved or how the obvious need to be presented with possible courses of action could be answered. Some suggestions are:

- ⇒ show the text in the beginning and in the end for a longer time and either translate or subtitle this parts in German or show separately the German and English version of the Video;
- ⇒ distribute folders or enclose them with the in-flight magazine;
- ⇒ print an info page in the in-flight magazine;
- ⇒ insert additional information at the end of the video.

The folder “Aktiv zum Schutz der Kinder” (“Getting active to Protect the Children”) was also commissioned by the BMSG, to amplify the in-flight video, and designed by respect. It seems expedient to distribute this folder among the passengers because it contains precisely the information that some interviewees wished for as a completion of the video, such as addresses, URL’s and telephone numbers. Such prompts for possible ways to get involved are necessary in order to reduce the feeling of powerlessness.

⇒ **Setting and position of the in-flight video should be given much more consideration in the future**

The qualitative questioning of the passengers – in addition to the general information obtained – clearly demonstrated that the setting in which the video was shown, i.e. the situation during a particular flight, has not been taken into consideration enough. The specific presentation context at times hinders the reception of the contents. This applies especially when the video is shown only once and without any announcement. Even though passengers are quite in favour of being presented with

information of this kind, as this study clearly shows, one must take into account that they are usually not at all prepared to be confronted with a sociological subject during their air trip, and accordingly, their attention threshold must be seen as rather high. This means that passengers take longer to realize what the video is about; in the worst case, they may miss it entirely. Its relatively short runtime of only 46 seconds, as well as the opener with an English text – “Child Sex Abuse is not a Peccadillo” – without any German translation are definitely an obstacle to comprehension and orientation. Further thought should be given to the question whether it might make more sense to have a slightly longer opening sequence in German – maybe with English subtitles, or vice versa.

In order to increase passengers’ attentiveness to the video under the inconvenient circumstances of all sorts of distractions, or possible technical slip-ups, it should be shown several times during the flight WITH prior announcement.

⇒ **Prior announcement of the in-flight video overcomes the usual attention deficit**

Especially with regard to technical slip-ups and because of the short runtime of the video, there is a certain danger that it might too easily escape the passengers’ attention. Even in case of only minor technical difficulties, such as passengers not finding the right sound channel in their earphones right away – which happens all the time –, there is a considerable chance that those persons never even take note of the video.

For the same reason, it seems to make sense to provide a somewhat longer opening for the video. At present, it starts rather abruptly, and on top of that with an English-language text insert that not everybody will understand. To those passengers who do not get the English message this can have a demotivation effect, possibly prompting them to “drop out” and not giving any further attention to the video.

This was also one of the clear results obtained in qualitative questioning of passengers, where many of them said that they either did not understand at all what the video was about, or much too late. And this although they were prepared (for the evaluation research) both by the interviewers and by an announcement, which would not be the case on regular flights. Such an announcement seems appropriate anyway, because passengers normally do not expect to be confronted with a social problem during their plane trip; for this reason alone, their threshold of attention to such themes is rather high.

We recommend to explicitly mention the topic of “Sexual Abuse of Children in Tourism” as well as the institution commissioning the video, the BSMG.
For instance, by an opening text such as: *“Dear passengers, we are now asking your attention for a video for the protection of children from sexual abuse in tourism. This presentation was commissioned by the Federal Ministry for Social Security and Generations.”*

We hope to have laid a firm foundation for the further development of this initiative and we trust that other airlines will in the future follow the positive example set by Austrian Airlines.