

## **Awareness of child sex tourism among young Finnish travellers**

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<p>This bachelor's thesis is written about one of the dark sides of tourism: child sex tourism. It is commissioned by a Finnish NGO, Reilun Matkailun Yhdistys and the aim was to conduct a research in order to find out about the awareness and attitudes of young Finnish travelers about child sex tourism.</p> <p>The theoretical framework consists of theory about child sex tourism and about the much wider problem from which child sex tourism is originated: commercial sexual exploitation of children. Furthermore, theory about the target group, young travellers, is included.</p> <p>The research was conducted between April- June 2014 by using an online questionnaire. The questionnaire was developed by using a mixed-method research design. The quantitative part was used to measure the awareness, and the qualitative part was used for getting a more in-depth information about the attitudes of the respondents.</p> <p>The results were analysed using SPSS, Webropol and Excel. The author managed to find an answer to the research question, as results proved that young Finnish travellers are generally well aware of what the term 'child sex tourism' means and can describe it correctly with their own words. They recognize the phenomenon as being wrong, and would participate in preventing it by reporting cases of CST if they would know about a safe and easy way to do it.</p>	
<p><b>Keywords</b> Child sex tourism, commercial sexual exploitation of children, youth travel, Finnish travelers</p>	

## **Glossary of Acronyms**

COSA – Children’s Organization of Southeast Asia

CSEC- Commercial Sexual Exploitation of Children

CST- Child Sex Tourism

ECPAT – End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes

FAFT – Finnish Association for Fair Tourism

FIFA- Fédération Internationale de Football Association (International Federation of Association Football)

INTERPOL- International police organization

LDC- Least Developed Countries

NGO- Non- Governmental Organization

PELA- Pelastakaa Lapset ry

RMY – Reilun matkailun yhdistys

SECT- Sexual Exploitation of Children in Tourism

UN – United Nations

UNICEF – United Nations International Children’s Emergency Fund

UNDESA- United Nations Department on Economics and Social Affairs

UNDOC- United Nations Office on Drugs and Crime

UNTOC- United Nations Convention against Transnational Organized Crime

UNTWO- United Nations World Tourism Organization

WYSETC - The World Youth Student and Educational Travel Confederation

WTO- World Tourism Organization

WTTC- World Travel & Tourism Council

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# 1 Introduction

The tourism industry has been growing rapidly in the recent decades, making it one of the fastest growing industries in the world. According to the UNWTO Tourism Barometer (2014), in 2013 tourism generated approximately 6% of the world's trade, creating revenue of 1, 3 billion USD with a total of 5% growth on international arrivals. Moreover in 2013 tourism generated 1 of every 12 jobs, making it an important player in the employment sector (UNWTO World Tourism Barometer 2014).

Particularly the growth of international arrivals in the Least Developed Countries (LDC's) has seen a remarkable growth, growing from 6 million in 2000 to over 17 million in 2010. The industry has become an important contributor to the LDC's economic growth, and as the UNWTO Executive Director, Márcio Favilla stated: "Tourism is one of the few economic sectors through which LDCs have managed to increase their participation in the global economy" (UNWTO 2011a).

However, the growth of tourism in LDC's has not come without consequences; mass tourism is having negative impacts on the ecosystems as natural resources are brought down in order to build new resorts for the ever growing masses of tourists. Foreign companies begin to settle, keeping the profits to themselves, wounding the local economy. In addition to this, foreigners are being used as employers instead of locals, increasing the gap between the poor and the rich in the local community. As poverty increases, the locals are looking for other ways to get money, often by taking advantage of the tourists. This is where things go wrong.

This thesis is written about one of the most horrific phenomenon that is happening in many developing tourist destinations, all around the world: child sex tourism (CST). This phenomenon has been happening for centuries and has become a multimillion industry, as part of a much wider problem: commercial sexual exploitation of children (CSEC). The author would like to emphasize that the term "child sex tourism" is no longer widely used among the authorities, as it is seen as too stigmatising. Furthermore, in the United States the term *travelling (child) sex offender* is used and on the international

level the most commonly used term is *transnational sex offender* (Tytti McVeigh 2014.). Nevertheless the term ‘child sex tourism’ and its acronym CST will be used throughout this thesis, as the author believes that this term could be more easily recognized by the public.

The main problems to be discussed in this thesis are all aspects related to child sex tourism; what it is, where does it happen, who does it involve and what kind of prevention methods and campaign have been established against it. Furthermore a research was conducted in order to measure the attitudes and awareness of CST among young Finnish travellers.

## 1.1 Research Problem, Background and Objectives

Besides examining the theoretical facts about child sex tourism, the author wanted to find out more about what Finnish young travellers think about it, and are they aware of it. In order to find this out, the author conducted a research with an objective to find an answer to the question: **how aware are young Finnish travellers about child sex tourism and what are their thoughts about it?**

One of the reasons the author chose young travellers as a target group, was the fact that this market sector has been recognized as the “market of the future” by the United Nations World Tourism Organization (UNWTO) and the World Youth Student and Educational Travel Confederation (WYSETC).

Furthermore the author’s interest towards youth tourism origins from a visit to the world’s largest travel & trade show: the ITB fair in Berlin. The author participated in the fair in 2013 as part of a project in HAAGA-HELIA University of Applied Sciences. During the fair the author took part in several seminars, a few of them related to youth tourism. The author recalls these seminars emphasizing the importance of young people being the future of tourism, and how they have the power to guide the industry towards new directions.

In addition to this, the author did an internship in Peru, South America during September 2013 – January 2014. While in Peru, the author saw the effects of young tour-

ists in several cities and towns, particularly in Cusco. Back then the author saw these young travellers and backpackers as being ‘messengers’ in some level: they shared their stories, gave recommendations about where to go and furthermore how to connect with the locals. It was because of these reasons that the author decided to study the attitudes of particularly young travellers. If they are in fact messengers in some level, could they be used as voices to spread the word about child sex tourism? In order to determine this, the author decided to first study how aware they are about CST overall. The author chose Finnish citizens not because she believes they represent a large number of worldwide young travellers, but because she believes that it is essential to begin the study from her own country. Suggestions about further studies will be discussed in the final chapters of this thesis.

This thesis is commissioned by a Finnish non-governmental organization (NGO), “Reilun matkailun yhdistys” (RMY), in English “Finnish Association for Fair Tourism” (FAFT). This year (2014) they will be executing an awareness campaign about child sex tourism. The objective of this thesis is to get valid and reliable results that would benefit the commissioner. The author’s aim is that the data would provide the commissioner with an idea about how much Finnish young travellers know about CST and what FAFT could possibly do in order to more effectively raise awareness among them during their campaign. Furthermore the personal aim of the author is to learn about child sex tourism and through that raise awareness among her own travelling friends and family.

## **1.2 Structure of the Thesis**

This thesis is divided into six main chapters. The main theories are child sex tourism and youth tourism, in addition to theory about research methodology used for the research.

Chapter 2 ‘Child Sex Tourism’ is the main topic of this thesis. In this chapter the term ‘sex tourism’ is explained briefly and its connections to CST will be discussed. Moreover in the subchapters the link between CST and commercial sexual exploitation of children (CSEC) is explained and the author will also present other forms of CSEC, in order for the readers to understand the extent of the problem. In addition to this the

profile of CST victims and offenders are explained. The author will then continue to discuss about some destinations affected by CST and finally few organizations fighting against CST are presented. Furthermore the author will introduce current campaigns that have been established in order to fight against, and prevent, especially child sex tourism and trafficking of children for sexual purposes. The author emphasizes the importance of these campaigns, as they demonstrate how effective and important it is to raise awareness on the matter.

Chapter 3 ‘Young people as travellers’ will focus on defining the target group of the research. The term “youth tourism” will be defined alongside with the term “backpacker tourism”. The author will argue about their differences in order to isolate the features of the exact target group.

Chapter 4 ‘Research Methodology’ will be purely focused on the research methods and data collection. The author will present the methods used for the research and the reliability and validity of the results will be discussed. Some theory about the chosen research method will also be presented in order to understand the reasoning behind the chosen method. Moreover the author will present the means used for analysing the data.

Chapter 5 ‘Results’ is where the results of the research will be presented. By using tables and figures the author will present the findings and the answer for the research question will be answered. Furthermore suggestions based on the results will be provided. At last in chapter 6, the author will conclude her findings.

## 2 Child Sex Tourism

Child sex tourism is a problem that has been on the media's attention for nearly 30 years, yet the phenomenon is believed to have existed for as long as civilization. It is also known as *sexual exploitation of children in tourism* (SECT) and it is part of a much wider problem: *commercial sexual exploitation of children* (CSEC). Furthermore it is a phenomenon that has been argued to have developed under the umbrella of *sex tourism* (Hoose, Clift & Carter 2000, 74-81; O'Briain, Grillo, & Barbosa 2008, 4.). Organizations have been established worldwide to prevent CST. One of the biggest organizations is called ECPAT International, an NGO that has been fighting against CST since 1990's. ECPAT International is introduced in more detail in chapter 2.5.7.

There are no specific data on when CST was born, as the phenomenon leads back to times before Christ, all the way to the ancient times. Moreover, the definition of how old is a 'child' has changed during years, making it nearly impossible to define when and where it started. Nowadays a child is defined by the 'Convention on the Rights of a Child' as: "every human being below the age of eighteen years unless under the law applicable to the child, majority is attained earlier"(Convention on the Rights of the Child 1989.). Furthermore regardless of the country, sexual exploitation and violence is always a crime and as ECPAT International sees it: "young people up to 18 years of age have the right to get unlimited protection from sexual violence and exploitation". (ECPAT Netherlands 2011, 4)

However, it can be argued that CST is born alongside the more general form of *sex tourism* which can be traced all the way to the 11<sup>th</sup> -12<sup>th</sup> century, when Marco Polo wrote about his travels around the world, especially around the Chinese villages; he wrote about how women were offering their services to the travelers in exchange for goods (Roadjunky 2008). In fact, he described it as follows:

When strangers arrive, and desire to have lodging and accommodation at their houses, it affords them the greatest satisfaction. They give positive orders to their wives, daughters, sisters and other female relations to indulge their guests in every wish, while they themselves leave their homes, and retire into the city... The women are in truth very

handsome, very sensual and fully disposed to conform in this respect to the injunction of their husbands. (Roadjunky 2006)

Marco Polo is considered to be the first travel writer in the history, and therefore his writings about women offering sexual services are believed to have encouraged other men to travel to those places. Henceforth it is often believed that it was then sex tourism began. However, the reality is that sex tourism can be traced even further back; already in the ancient times humans were trade as slaves for manual labor, physical pleasure and profit (Roadjunky 2006; Walters & Davis 2011, 1.).

Furthermore, authors such as Ryan & Hall link sex tourism strongly to one of the world's oldest profession: prostitution. Stories about prostitutes can be found in The Holy Bible, yet it is a profession born already in the ancient times. For example, in ancient Africa, Cyprus and Corinth, prostitution (or sex trade) had religious meanings: 'sacred prostitution' was practiced by the Sumerians in order to worship a temple deity. These 'sacred prostitutes' were called *hierodules* (Finnegan 1979 in Kibicho 2009, 28.). Furthermore in the ancient Rome a festival called *Floralia* (first time organized in 238 B.C) was particularly known as a festival for the prostitutes, where they danced around naked in front of the audience. (McGinn 2003, 24-26; Ryan & Hall 2001, xi, 1-2).

Sex tourism is also often linked with the World War II, when soldiers were looking for recreational fun and relaxation between battles. In addition to this, in the 1960-1970 sex tourism began to expand during the sexual revolution and it was then that it became a legitimate area of tourism studies. (Franklin 2003, 254; Ryan & Hall 2001, 1)

Today sex tourism is defined by The United Nations World Tourism Organization (UNTWO) as:

Trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination. (UNTWO 2014a.)

CST can also be seen as being as old as sex tourism. However as it was mentioned earlier in this chapter, the definition of how old is a ‘child’ has changed during years, making it difficult to estimate when CST began. In fact, during the 19<sup>th</sup> century the Parliament of England was forced to increase the legal age of sexual consent due to a scandal of young prostitutes (Clark, Clark Freeman & Adamec 2007, 68-69). Indications about children being involved in prostitution since the ancient times can be found: in Egypt, children- especially young “highest born” maidens were forced to prostitution and in China and India children were sold to prostitution by their own parents. (Flowers 1994, 81)

Nowadays it can be argued whether CST is just another form of sex tourism; Sanchés Taylor (2010, 60-61) argues that CST is a phenomenon completely separated from the more general form of sex tourism, as it is mostly built from visions of paedophiles and child molesters travelling to another country to commit a crime. However, ECPAT International (2008) and O’Connell Davidson (2000, 54-70) specifically state that the offenders of CST are not just paedophiles and child molesters, but are formed from all kinds of persons. The profiles of CST offenders are further discussed in chapter 2.2.2. An official definition for CST does not exist, yet ECPAT International states that:

Child sex tourism is the commercial sexual exploitation of children by people who travel from one location to another and there engage in sexual acts with minors. Often they travel from a richer country to one that is less developed, but child-sex tourists may also be travelers within their own countries or region. (ECPAT International 2006, 6)

Whereas CST is most often linked to least developed countries, it is a phenomenon that surfaces also during big national events. A current concern is the safety of children during the 2014 FIFA World Cup in Brazil. ECPAT, in cooperation with the EU has launched a campaign called ‘Don’t Look Away’ targeted to protect the children of Brazil during the 2014 FIFA World Cup. Furthermore players of the national football teams of Brazil and England have become ambassadors of another campaign: “It’s a Penalty”. These campaigns are described in more detail in chapters 2.5.3 and 2.5.4

In order to fully understand where CST comes from, it is essential to understand the much wider problem of Commercial Sexual Exploitation of Children.

## 2.1 Commercial Sexual Exploitation of Children

Commercial Sexual Exploitation of Children (CSEC) is defined in the Declaration and Agenda against Commercial Sexual Exploitation of Children<sup>1</sup> as

Sexual abuse by the adult and remuneration is cash or kind to the child or a third party person or persons. The child is treated as a sexual object and as a commercial object. The commercial sexual exploitation of children constitutes a form of coercion and violence against children, and amounts to forced labor and a contemporary form of slavery. (Declaration and Agenda for Action 1996)

It is a serious crime that violates children's fundamental rights by using them as commercial objects, forcing them to work and thus using them as a contemporary form of slavery. (ECPAT International 2008a, 3.)

There are different forms of CSEC: child prostitution, child pornography, trafficking of children for commercial purposes and child sex tourism (Hoose et al. 2000, 75; ECPAT International 2008, 3). The problem was first acknowledged at the First World Congress against the Commercial Sexual Exploitation of Children in 1996 in Stockholm, Sweden. The meeting was organized by ECPAT, the United Nations International Children's Emergency Fund (UNICEF) and by an NGO then known as The Rights of the Child. (ECPAT International 2008a, 4.)

Regardless of the hard work and efforts that has been made in order to prevent CSEC, it is unfortunate to see that the industry is only getting bigger by the year. Concerns regarding this growth are being expressed by Dorothy Rozga, the executive director of ECPAT International; Rozga stated in the 3<sup>rd</sup> Global Conference on Child Labour that annually over 2 million cases of CST are reported. The reasons behind the increasing

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<sup>1</sup> The Declaration and Agenda for Action was adopted by 122 governments at the First World Congress Against Commercial Sexual Exploitation of Children in Stockholm, Sweden, in 1996.

numbers, according to Rozga, are: emerge of new destinations, caused by the overall increase number of tourists, as well as the fact that travelling has become easier and affordable for everyone. Rozga further emphasized that online bookings allow people to book their trips anonymously, encouraging sex offenders to travel. In fact, Rozga mentioned that technology is nowadays even providing an option to book children online in advance. This shocking fact is yet again making it easy for child sex- offenders to do all the arrangements before they even arrive at the destination. (Dorothy Rozga 2013.)

However, the development of technology is not only encouraging sex offenders to travel, but it is also making it easier to catch the offenders. Reporting crimes online encourages the public to act, as it is easy and convenient for them.

Nevertheless it is needless to say there are many challenges facing the battle against CSEC. Rozga mentions the challenges that need to be overcome:

- Lack of data: no official data exist, only estimations.
- Poor political commitment at a global level: child protection has not been a priority when implementing goals set at the Millennium meeting.
- A tolerance remains for CSEC
- Legislation in host countries are often not harmonized with international standards (or not implemented correctly. Legislations and prosecution are further discussed in chapter 2.3
- The scale in some areas is too large, instead of the number going down, they are going up
- Law enforcement agencies cannot cope with the high numbers of offenders: “Where to put 2 million child sex tourists?”
- Not enough support for children who have been victims of sexual exploitation: rescuing them is not enough, rehabilitation is necessary, yet extremely expensive
- Child participation is difficult to sustain and finance
- Criminals are involved who have more money and resources, than the organizations fighting against it
- Lack of resources (Dorothy Rozga 2013)

### 2.1.1 Child Sex Trafficking

As difficult as it is to believe, slavery still exists in today's world. One form of slavery is *sex slavery* that most commonly involves the act of trafficking. Trafficking is the violation of the most basic human rights; a person is used as an object that can be bought and sold; they are someone's "property" without any freedom of their own (Ryan & Hall 2001, 119). Women and young girls are particularly vulnerable to trafficking; especially in developing countries girls are often sold, even by their own families. Sometimes it is purely greed, sometimes their families are told that the girls will be provided with jobs and a better future, or they will tell them that the girls will get married. Sadly, this is never the case.

There are two main forms of trafficking: Sexual exploitation and forced labor<sup>2</sup>. In an estimation made by the United Nations Office on Drugs and Crime (UNDOC), 79 % of trafficking is sexual exploitation and the rest 18% is forced labor. However, no data could be found on the percentage of under aged victims. (Global Reports on Trafficking in Person 2009, 6)

A generally accepted definition of human trafficking was established in 2000 by the United Nations Trafficking Protocol:

The recruitment, transportation, transfer, harbouring or receipt of persons by mean of threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power, or of a position of vulnerability or of the giving or receiving of payment or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation of prostitution of others or other forms of sexual exploitation, forced labour services, slavery or practices similar to slavery, servitude or the removal of organs. (United Nations Office on Drugs and Crime 2004, 42).

However, a Thailand based organization "Children's Organization of Southeast Asia" (COSA) argues that the definition established by the UN places too much weight on the movement of people. They see human trafficking as being an act of modern-day slav-

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<sup>2</sup> Forced labor include: servitude, field labor, child soldiers, factory labor, bridal and reproductive slavery, and organ trade.

ery where individuals are being taken as someone's property and used as tools to getting money. (Children's Organization of Southeast Asia 2014a)

Likewise a United States based organization "Not for Sale" sees human trafficking as modern-day slavery as well. They estimated that 30 million people yearly are affected by it in every continent, in over 29 countries. The most affected areas are Southeast Asia, Northwest Africa, the Middle East, Russia, China and some parts of South-America. (Not For Sale Impact Report 2013.)

According to the European Commission, in 2012 an estimated 20 900 000 people worldwide were victims of human traffic and hundreds of thousands of those happened in Europe. 98% were women and children who were victims of sexual exploitation. Preventing human trafficking is the priority of the European Commission. (European Commission 2014a.)

### **2.1.2 Child Pornography**

According to the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography (2000, 248), Article 2, child pornography is defined as "any representation, by whatever means, of a child engaged in real or simulated explicit sexual activities or any representation of the sexual parts of a child for primarily sexual purposes."

Child Pornography is part of commercial sexual exploitation of children that has seen shocking growth in the last years. In the 3<sup>rd</sup> Global Conference on Child Labour Dorothy Rozga, the executive director of ECPAT International, expressed her concerns about the numbers of child pornography online in 2011 and 2012: 5 million pornographic pictures were found online of children being abused and tortured; 71% of those involved children less than 10 years of age. In 2012 the numbers had increased to 76% and the youngest children on the pictures were as young as three days old. (Dorothy Rozga 2013.)

Child pornography is mainly contained by paedophiles and preferential users (characteristics described in chapter 2.2.2) and is often used for commercial purposes and

even to attract new child sex tourists to a destination (ECPAT International 2008a, 22.).

### **2.1.3 Child Prostitution**

Child prostitution is the form of commercial sexual exploitation of children (CSEC) that is most commonly linked with child sex tourism, as it is often believed that CST is about paedophiles travelling to a foreign country to buy sexual services from under pubertal children ( O’Connell Davidson 2001, 54.). It is defined as “the use of a child in sexual activities for remuneration or any other form of consideration” by the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography (2000, 248).

The international police organization, INTERPOL, however states that the use of the term ‘child pornography’ should not be used, as pornography is legally distributed material about adults, for adults. They suggests the following terms to be used, as they are more accurate: Documented child sexual abuse, Child sexual abuse material (CAM), Child sexual exploitive material (CEM), Depicted child sexual abuse and Child abuse images (CAI). (Interpol 2014.)

Children can be forced to prostitution by either a third party, (a pimp) or by another situation, most often poverty; selling themselves is the only way for the children to support themselves, and their families financially. ECPAT International further argues that child prostitutes cannot be defined as ‘sex workers’, as there is no way they could ever do it voluntarily, as there is always a driven cause. Whether it is poverty, slavery or other undefined cause, they are always victims of child abuse. (ECPAT International 2008b, 5-6)

## **2.2 Offenders and Victims**

There is no explanation that would give right to the commercial sexual exploitation of children, but in order find ways to battle it, it is important to recognize who the victims are and what kind of people the offenders are.

### 2.2.1 Child Sex Workers

According to ECPAT International (2008a, 15), victims, or child sex workers, come from minority groups and have had disadvantage backgrounds. Moreover they have often been victims of domestic violence and abuse. Sanchés Taylor (2010, 52-53) further adds, that one phenomenon that can be blamed for child sex tourism, or sex tourism all together, is gender inequality. She argues that the social status of women and girls in LDCs restricts them from educating themselves or getting skilled work; instead they are most often found taking care of the household or in very low-skilled jobs. Henceforth, in cases where the man of the house is injured or for other reasons cannot provide for his family anymore, the women and girls are forced to take his role as financial providers. Getting involved in the sex industry is often the only way for them to make money and take care of their families. Nevertheless, child sex workers can also be orphanages or teenage mothers who are trying to provide for themselves. (ECPAT International 2008a, 15; Sanchés Taylor 2010, 53.)

Ethical issues revolving around the victims have been argued by authors such as Hanson (1998) and Montgomery (1998). Hanson sees that the victims of child sex tourism are being driven to sex work because of poverty: Hanson does not blame the tourists for encouraging CST, but she blames the capitalistic system that has allowed poverty to the level where children have no option but to get involved in the sex industry in order to live. In addition to this, Montgomery criticizes the role of NGO's against the battle of CST; she argues that campaigns tend to give an image of the children as being "passive victims whose role is to await rescue", where in fact in her own studies, she has discovered that in Thailand some children take pride in being able to provide for their families through sex work. However, there is no doubt about whether these girls would rather do another type of work in order to provide for their families. (Ryan & Hall 2001, 98.)

Whatever the reason might be, the common motive is money. ECPAT International further stresses that children who live in tourist destinations, are depended on the seasonal income and thus easily become involved in sex work. It can be thus said that as long as there is demand for child prostitutions, there will be supply (ECPAT International 2008a, 15.). Considering this and putting emphasize on Hanson's and Montgom-

ery's arguments, it could be suggested that more emphasize should be put on preventing poverty, instead of removing children from the streets.

### 2.2.2 Offenders

ECPAT International (2008a, 12-14) divides child sex offenders into three (3) categories: *Situational Child Sex Tourists*, *Preferential Child Sex Tourist* and *Paedophiles*. Furthermore O'Connell Davidson (2000, 54-70) adds two (2), more unofficial types: *'Macho Lads'* and *'Woman haters'*. The latter ones are seen more as types of prostitute users, yet have the characteristic features that could drive them to become child sex offenders.

*Situational* users are offenders who do not regard themselves as prostitute users in general. They do not intentionally travel for the purpose of engaging in sexual acts with minors, but see it as something worth experiencing. Driven factor for them are the supply for child sex, the possibility to act anonymously and the impunity afforded by being a tourist. These types of offenders do not have a preference for children in general. Situational users are the most common types of users. (ECPAT International 2008a, 12; O'Connell Davidson 2000, 65-68.)

*Preferential* users can be seen as the opposite of situational users. These types of offenders intentionally seek children for sexual purpose. They have a preference for children in general, and are often confused with *paedophiles*. Preferential users can be male or female, however the majority being male, from all kinds of backgrounds. They represent the minority of child sex tourism offenders. (ECPAT International 2008a, 12; O'Connell Davidson 2000, 55, 76.)

*Paedophiles* are probably the most well-known types of child sex offenders. Paedophilia in general is a clinical term used to refer to adults with a sexual preference on pre-pubertal children. It is also defined as being a personality disorder. They do not show preferences for a certain gender and furthermore they do not see sexual act with children as being harmful (ECPAT International 2008a, 12-13; O'Connell Davidson 2000, 55-57, 76). Paedophiles as well represent a minority of child sex tourism offenders.

In O'Connell Davidson (2000, 56-57) a paedophile justifies his actions by stating that travelling in order to engage in sexual acts with minors provides lower risks of getting convicted, as the risk of getting caught is very low. Furthermore he added that there are social reasons included: there are networks where paedophiles come together to discuss their preferences and that gives them a sense of belonging somewhere where they are not being judged. In addition to this, he described travelling for sex to be economically possible, as most of the paedophiles travel to LDCs where everything is affordable and accessible.

In addition to this, O'Connell Davidson (2001, 70) states that CST offenders, especially preferential users, could justify their actions because they feel like they are operating in a morally correct way by supporting the children financially. Furthermore O'Connell Davidson states that these types of offenders argue that CST does not exist because of them; they see it as an industry existing because of poverty. The offenders do not force children into becoming sex workers; they simply use already existing services.

O'Connell Davidson names these offenders as being "parasites exploiting the harm already inflicted by other persons and structures" (O'Connell Davidson 2001, 70.).

The *Macho Lads* are according to O'Connell Davidson (2000, 61-62) men who feel that men are more powerful than women and that having control over women, gives men a sense of masculinity. This is what makes them frequent users of prostitutes. Whereas they are not preferential users of child prostitutes, O'Connell Davidson (2000, 62) states that they do not care whether the girl, or women, they choose from the line of prostitutes is a minor or an adult. Even though they cannot be categorised as being a type of child sex tourism offenders, they can still be seen as a type that is likely to have been, or will be, involved in sex with minors, as they do not care about how old the prostitutes are.

The other type mentioned by O'Connell Davidson (2000, 62-64) resembles the *Macho Lads* in some ways. *Women-Haters* are types of men who believe that they are victims of "a biological compulsion to have sex with any beautiful female they meet". Likewise they believe that women hold the power to control this resource and withhold it from men (O'Connell Davidson 2000, 62). Whereas *Macho Lads* see themselves as being more powerful than women, *Women-Haters* see themselves as being powerless and

out of control. Furthermore whereas Macho Lads happily use prostitutes in order to enhance their sense of power, Women-Haters feel like prostitutes have too much power over them, as they can determine the limits of the sexual act and thus take advantage of this “biological need” that men have. Henceforth, Woman-Haters are looking for more vulnerable women and girls, who do not take advantage of them but who can be taken advantage of.

In O’Connell Davidson (2000, 63-63) a male falling for the Women-Hater category expresses his thoughts towards ‘western prostitutes’, as being negative. He states that prostitution in westernised countries has become too strict and business like. He further emphasize that prostitutes in these countries are like “rubber dolls” without feelings. O’Connell Davidson (2000, 64) details this by explaining that Women-Haters seek for sexual services from developing countries and prefer young girls particularly because they look for women and girls who are more vulnerable, inexperienced and thus more “pure”. They do not have rules; they charge less and in general are not too powerful for the Women-Haters. Overall it can be thus concluded that Women-Haters become child sex offenders because they look for ‘pure’ and ‘powerless’ women, or girls, to fulfil their needs.

### **2.3 Prosecution**

Child sex tourism as well as commercial sexual exploitation of children is being globally recognised as a violation of the most fundamental human rights. Offenders of such crimes can be most often prosecuted in either the country where the crime is committed, or they can also be prosecuted in their home country; ECPAT International estimated in 2011 that nearly 44 countries worldwide have adopted a so called extraterritorial legislation, which means that crimes committed by a country’s citizen outside the borders of that country, can be prosecuted in either their own country after they return, or already at the country where the crime was committed. (ECPAT Netherlands 2011, 21.).

As the number of tourists travelling abroad increases year by year, countries who have adopted extraterritorial legislation should implement it as often as needed. According to ECPAT International, only a fraction of those 44 countries actually use the extrater-

ritorial legislation. A justification for this is often that extraterritorial legislation can require a lot of work, as it requires that all evidence, witnesses and even the victims and police officers need to travel to the offender's country in order to be heard and evaluated (ECPAT International 2008a, 33-34.). Furthermore, in order to prosecute an offender according to the extraterritorial legislation, the crime committed needs to be double criminality, meaning that it needs to be considered as a crime in both countries. Problems may occur here, as some countries do not specifically define crimes against child sexual abuse in their legislation. Furthermore for example in Finland and Hungary, double legislation does not exist. (ECPAT International 2008a, 32-33; Tytti McVeigh 2014).

ECPAT International (2008, 32) recommends that offenders are to be prosecuted in the country where the crime is committed. Not only because of the above mentioned challenges with the extraterritorial legislation, but also because often the bureaucratic system involves fewer steps in those countries, and thus the offender can be prosecuted faster, while the offence is still recent. However, there are challenges in this system as well: ECPAT International (2008a, 32-34) states that countries where child sexual abuse crimes happen often lack resources and corruption is often an occurring problem. In fact, O'Connell Davidson (2001, 57) argues that crimes about child sexual abuse are often not reported due to the fact that local polices are often under-paid and under-resourced. She further agrees that local police forces are often corrupted; they are often paid off by the tourists to let them go.

For example in 2006 a Belgian citizen was charged for child sexual abuse in Cambodia and was prosecuted to 18 years of imprisonment according to the Cambodian law (ECPAT International 2008a, 33.). This is an example of a crime committed and prosecuted in the same country. The author could not get access to the legislation of Belgium due to the document being in French.

Furthermore in 2005 an American citizen was convicted for 25 years imprisonment after he returned from Kenya with pornographic images of children. He was prosecuted using the extraterritorial legislation with the cooperation of the American and Kenyan police forces. (ECPAT International 2008a, 34.)

In Finland there have been reported cases of Finnish citizens sexually abusing children in Russia (Vyborg, Sortavala, Pttrozavodsk & St. Petersburg) and in Estonia (Tallin, Pärnu & Narva). However, Finland has adopted the extraterritorial legislation and furthermore the Ministry of Justice and Social Affairs has created liaisons with law enforcement authorities in both Estonia and Russia since 2001. This empowers the liaison prosecutor to step up an investigation and prosecution in case of a crime involving sexual exploitation of children. (ECPAT International 2006, 12, 14.)

If a Finnish citizen would be to commit a crime outside of Finland, he or she would be prosecuted as according to the Finnish legislation:

Chapter 1, Section 6, Paragraph 1 of the Criminal Code of Finland (626/1996) specifies that a crime committed by a Finn outside of Finland, is punishable according to the Finnish law and can lead to imprisonment for over six months. (Ministry of Justice 2014.)

Furthermore if a Finn would be prosecuted in Finland about child sexual abuse, the prosecution would be as follows:

Chapter 20, Section 5, Paragraph 2 of the Criminal Code of Finland (495/2011) states that a person younger than eighteen years of age, whose capacity of independent sexual self-determination, owing to his or her immaturity and the age difference of the persons involved, is essentially inferior to that of the offender, where the offender blatantly takes advantage of this immaturity, is punishable to a fine or a maximum of four year of imprisonment. (Ministry of Justice 2014.)

Chapter 20, Section 6, Paragraph 1 of the Criminal Code of Finland (540/2011) states that a person who commits sexual acts with a person less than sixteen years of age is punishable for at least four months and maximum four years of imprisonment. Furthermore Paragraph three states that an attempt is also punishable. (Ministry of Justice 2014.)

Chapter 20, Section 7, Paragraph 1 and 2 of the Criminal Code of Finland (540/2011) states that a person who commits an aggravated sexual abuse of a child, or attempts to, is punishable to imprisonment for at least one year and maximum ten years. (Ministry of Justice 2014.)

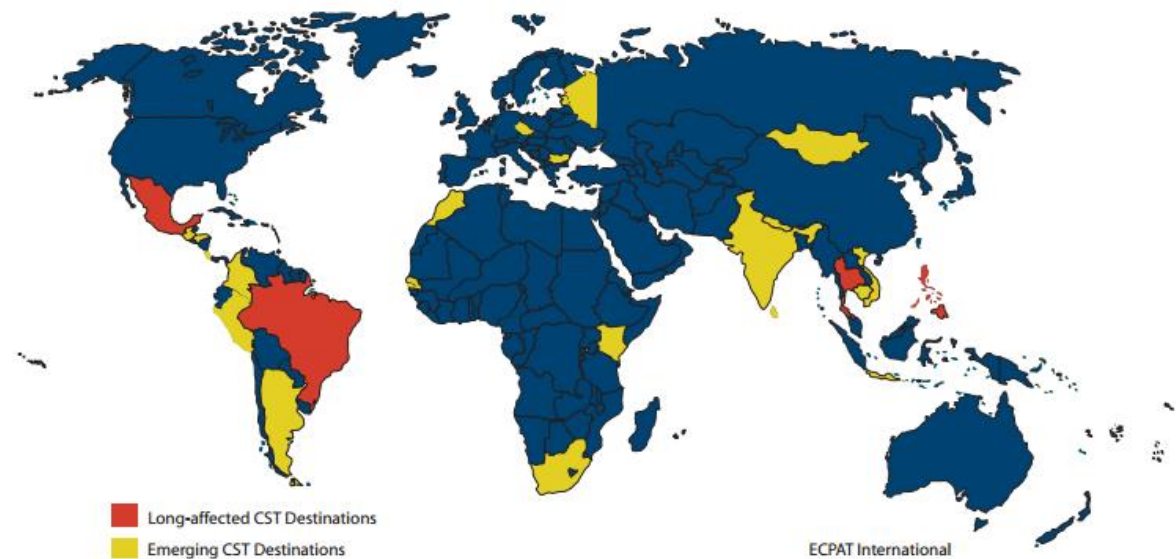
Chapter 20, Section 8(a), Paragraphs 1-3 of the Criminal Code of Finland (743/2006) state that buying sexual services from a person under 18 years of age, or the attempt, is punishable by a fine or can lead to imprisonment for maximum of two years (Ministry of Justice 2014.)

Therefore, a Finnish citizen, if prosecuted in Finland, can receive up to ten years of imprisonment for sexual abuse of children. While the author did not find any cases about Finnish citizens being sentenced to prison as a result of child sexual abuse abroad, it was discovered that in 2004 a former project manager of Nokia was fined with 1225,40€ after over 40 000 pornographic pictures of children, mostly from foreign countries, were found on his computer (ECPAT International 2006, 15).

## **2.4 Destinations**

Tourism in developing countries allows access to vulnerable children, allowing foreigners to abuse their social and economic advantages at the cost of desperate youngsters. As it was discovered in chapter 2.2.2, the motives of paedophiles to travel to developing countries are that it is economically possible. Finding exact, reliable data on the destinations most affected by child sex tourism was not easy as such data does not officially exist. Therefore the author will now refer to the findings of ECPAT International of worldwide destinations that have been long affected by CST and also new emerging CST destinations.

Figure 1 presents an estimation made by ECPAT International in 2007-2008. The map presents in red those destinations long affected by CST and in yellow the new emerging CST destination. These destinations will be used as a comparative part when analysing the results of the author's research.



**Figure 1.** Map of CST destinations (ECPAT International 2008a, 7)

It can be seen from Figure 1 that the so called “old” CST destinations are in the Americas: Brazil & Mexico and in Asia: Thailand & the Philippines. However, as tourism has become more common in many countries, cases of CST have also been reported in the Americas: Guatemala, Honduras, Costa Rica, Colombia, Peru & Argentina, in Africa: South Africa, Kenya, Morocco & Ghana, in Europe: Estonia, Eastern Russia, Bulgaria & Switzerland and in Asia: Indonesia, India, Sri Lanka, Nepal, Mongolia, Cambodia & Vietnam.

ECPAT International describes the situation in the Americas as being a typical ‘from Industrialised to developing country’. By this it is meant that Canadians and Americans travel to Central- and South America to engage in sexual activities with minors. One of the destinations that has been long affected by CST is Mexico, with cases centred on popular tourist destinations, such as Acapulco and Cancún. However, emerging destinations include for example Colombia, where the increase number, of especially in the Caribbean coast city of Cartagena, has caused the numbers of child abuse to have increased. Furthermore a phenomenon well known in the Latin American countries, ‘Machismo’, is a driven factor for child prostitution. Figures from 2011 show that 35 000 girls, boys and adolescence were victims of prostitution in Colombia, from which 2000 were in, or in the surrounding areas of Cartagena. Overall 589 cases of

CST were reported in 2011 from Colombia. (ECPAT International 2008a, 8; ECPAT International 2013, 12.)

Africa overall could be described as a 'new' destination for CST. Whereas in the Americas some destinations have been long affected by CST, in Africa the recently increased number of tourist has come with the increase number of CST. For example in a Kenyan port city, Mombasa, the activity of CSEC is higher than in any other Kenyan city. A study conducted by UNICEF revealed that 30% of girls between 12-18 years old in the surrounding coastal cities of Mombasa, Kilifi, Malindi and Diani, are casual sex workers. Moreover 10 000- 15 000 girls are being sexually exploited by tourist in the same areas and an estimated 30 000 girls and boys are lured into hotels to be sexually exploited by tourists. According to the UNICEF study, a shocking number of 39% of CST offenders in Africa are Kenyan tourist. (ECPAT International 2008a, 9; ECPAT International 2007, 11-12.)

Asia is probably the continent most often linked with sex tourism and prostitution. Henceforth it is understandable that it is also very often linked with CSEC. Even though the life of the children of Thailand has improved during the last decade, the country still suffers from poverty and corruption, which are factors that are allowing CST to surface. Thailand is a country where tourism represents approximately 7% of the total GDP and in 2013 it welcomed 26, 7 million visitors. Statistics suggest that in 2013 over 40 million visitors will arrive to Thailand. (World Travel and Tourism Council 2013, 3, 5; ECPAT International 2011a, 8.)

Even though Thailand is considered to be a destination strongly affected by CST, the efforts to prevent it have proven to be successful and numbers are decreasing. Whereas pedophiles and preferential users used to think of Thailand as a 'safe' place to engage in sexual acts with children, they have now moved to the neighboring countries (Cambodia, Vietnam), as surveillance in Thailand has improved significantly (ECPAT International 2011a, 11-12.).

Cambodia for example, is a country that is still recovering from the *Khmer Rouge* era, which led to the killing of nearly 3 million Cambodians. Even though their economic

situation is slowly starting to improve, poverty in the country side is still high and nowadays the gap between the rich and poor is big. This again leads to the fact that children from the county side arrive to the cities to seek for work, and thus often end up in prostitution (ECPAT International 2011b., 8, 13-14.).

Europe is a continent that could be considered to be mainly the origin destination of child sex offenders. However, there are reported cases of CST especially in Eastern Europe in Russia, and in Estonia. Furthermore ECPAT International states that Bulgaria is a destination that is quickly becoming a popular CST destination. However, no reported cases of CST have been reported from Bulgaria. ECPAT International however believes that the growing number of tourists and the large number of Romani communities in Bulgaria, who are still suffering as being a disadvantage population, are threats that could possibly become factors that would lead to the increase of especially child prostitution, and further CST. (ECPAT International 2008a, 10-11. ECPAT International 2013b, 9, 16-17.)

## **2.5 Prevention and Campaigns**

The author found a large number of different international campaigns and NGOs who fight for the rights of children and especially against commercial sexual exploitation of children. Specifically in Finland, organizations such as Pelastakaa Lapset ry (PELA) and the Mannerheim League for Child Welfare are organizations who actively campaign towards better Internet safety (ECPAT International 2006, 16.).

In ECPAT International's global monitor report of Finland, ECPAT criticises the initiative of Finland against child trafficking for sexual purposes and child sex tourism offences committed in countries outside of Finland. However, Finland has been one of the first countries to establish an Internet safety programme called 'Netsmart Rules' in 1997. (ECPAT International 2006, 16.)

Besides introducing the larger organizations, 'ECPAT International' and 'The Code', the author will now present a few very current campaigns. These campaigns have been launched due to current events relating to CSEC, such as the kidnapping of over 200 school girls in Nigeria and the 2014 FIFA World Cup in Brazil. The author will present

campaigns founded in order to fight for getting the Nigerian girls back and to prevent sexual abuse of children during the event of the 2014 FIFA World Cup. Furthermore some information about a campaign launched by the commissioner of this thesis is presented.

### **2.5.1 Finnish Association for Fair Tourism**

Finnish Association for Fair Tourism (FAFT) is a Finnish NGO founded in 2003, which supports fair and ethical tourism. Through education, researches, publications, exhibitions and initiatives, among others, FAFT strives to raise awareness on fair and ethical tourism among travellers and tourism professionals. (Reilun Matkailun Yhdistys 2014)

This year (2014) RMY is focusing on campaigning against child sex tourism through an awareness-raising campaign. The main idea of the campaign is to inform the public that sexual abuse of children abroad is a crime and it is punishable in Finland according to the Finnish legislation. Furthermore the campaign aims to encourage travellers and tourism professionals to react to CST by reporting any possible cases. The campaign will be executed through an informative website, where information about the phenomenon and instructions on how and where cases can be reported (Tytti McVeigh 2014). The website will be published in September 2014. Meanwhile further information about FAFT can be found from [www.reilumatkailu.fi](http://www.reilumatkailu.fi).

### **2.5.2 Lasten Perusoikeudet- Children's Fundamental Rights ry**

Children's Fundamental Rights ry is the largest organization in Finland fighting against commercial sexual exploitation of children, founded in 2004. It works in cooperation with ECPAT International and with an organization called Missing Children Europe. (Lasten Perusoikeudet – Children's Fundamental Rights ry 2014)

In 2012 Children's Fundamental Rights ry made an initiative to the Finnish Ministry of Education and to the national board of education, about enhancing the education about internet safety at Finnish schools. This organization is in fact well concerned

about the safety of Finnish children online; according to the organization, hundreds of children are being offered payment for sex while in public spaces, such as in shopping malls and railway stations. Children's Fundamental rights ry has made a proposed amendment about further tightening the prosecution of those who purposely attract minors to commercial sexual activities online. They believe that a good and effective legislation is children's basic legal premise. (Lasten Perusoikeudet – Children's Fundamental Rights ry 2014.)

Children's Fundamental Right's ry aims to raise awareness about CSEC through proposed amendment, education, researches, international collaborations, projects and networking. Furthermore they work closely together with Finnish Association of Travel Agents (AFTA). Together they have, for example, created an informative brochure about 'The Dark Side of Tourism' that was actively distributed at the Nordic Travel Fair 2013. (Lasten Perusoikeudet – Children's Fundamental Rights ry 2014.)

### **2.5.3 Don't Look Away**

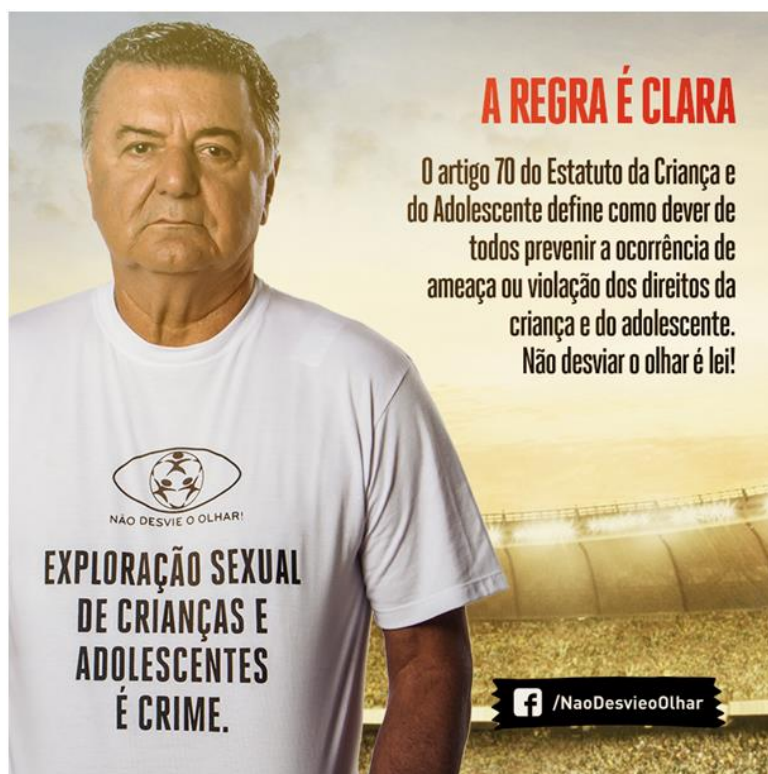
'Don't Look Away' is a three year campaign by ECPAT in cooperation with 16 European countries. The aim is to raise awareness about CST among travellers and tourism professionals. Their website, [www.reportchildsextousim.eu](http://www.reportchildsextousim.eu) advises the public on how to react to the phenomenon by providing step-by-step guidelines on how one should act if ever witnessed CST. This campaign is moreover focusing on the biggest sporting event of this year; the 2014 FIFA World Cup in Brazil.

Figures 2 & 3 demonstrate how the campaign is raising awareness by informing the public to not look away.



**Figure 2.** ‘Don’t Look Away’ campaign’s promotion material. (Don’t Look Away 2014)

In 2012 at the ‘Child sexual exploitation in travel and tourism in major sporting events’- conference ECPAT France was the first to express the need for a campaign that would prevent the risk of CSEC during the 2014 FIFA World Cup. Even though according to ECPAT, no statistical data exist about a link between big sporting events and CSEC, Brazil is expecting over half a million tourist during the 2014 FIFA World Cup. Furthermore, according to a publication about the campaign, 30% of Brazilians live below the poverty line and in 2011 over 250 000 children were victims of prostitution. It is henceforth logical to assume that thousands of children face the risk of becoming victims of CST during the games (ECPAT International & Fundacja Dzieci Niczyje 2014).



**Figure 3.** ‘Don’t Look Away’ campaign’s promotion material. The text on the image informs that it is a crime in Brazil to look away. (Don’t Look Away 2014)

#### 2.5.4 It’s a Penalty!

Another campaign established to prevent the sexual abuse of children during the 2014 FIFA World Cup called ‘It’s a Penalty!’ is a campaign founded by Happy Children International, A21 Campaign, Europol and the Jubilee Campaign, in cooperation with the UK’s National Crime Agency (NCA). Furthermore this campaign is supported by the Metropolitan Police, the Football Association, the British Prime Minister, the UK and Brazilian Governments and the Brazilian Federal Police. Players from Brazil’s and England’s national teams are this campaign’s ambassadors (Figure 4).

(It’s a Penalty! 2014a, It’s a Penalty! 2014b.)

Just like the ‘Don’t Look Away’ campaign, ‘It’s a Penalty!’ is highly concerned about the wellbeing of children during the games. They believe that girls as young as 11 are being groomed for prostitution and pimps are getting ready to sell the girls to the football tourists. This campaign advises the tourists to call to a toll-free number in case any sightings of child prostitution. (It’s a Penalty! 2014a, It’s a Penalty! 2014b.)



**Figure 4:** Brazil's national football player David Luiz as an ambassador for 'It's a Penalty'.

### 2.5.5 Bring Back Our Girls

On April 25<sup>th</sup>, approximately 250 girls in Nigeria were kidnapped from Chibok Government's secondary school by a terrorist group Boko Haram. According to news articles on BBC News UK (BBC News UK 2014) and CNN (Duthiers, Karimi & Botelho 2014), Boko Haram stated that the reason they kidnapped the girls was because "they should never have been in school and should get married instead". The group is against women and girls' education, as they think their place is at home raising children, not at school learning how to read and write. In fact, according to Duthiers et al.(2014), Boko Haram translates to 'western education is a sin' in their local language. Furthermore according to the BBC News UK article, the terrorist group has also threatened to sell the girls as slaves (BBC News UK 2014).

A campaign called "Bring Back Our Girls" was established in order to show support for the missing girls' families and in order to keep the public updated on the situation. The campaign uses social media as a tool, and #BringBackOurGirls is seen widely in social media sites such as Facebook, Twitter and Instagram. Several world leaders and

celebrities, such as Hillary Clinton, Michelle Obama (Figure 5), Reese Witherspoon, David Cameron and Ellen DeGeneres, have shown their support by posing in pictures and tweeting them holding a sign ‘#BringBackOurGirls’. (The Huffington Post 2014.)



**Figure 5.** The United States First Lady, Michelle Obama showing her support for the missing girls of Nigeria. (The Huffington Post 2014)

### 2.5.6 The Code

The Code is an organization established in 1996 by ECPAT Sweden and the UNTWO as a tool for the tourism industry. The aim of the Code is to protect children from sexual exploitation in travel & tourism, and in fact the name stands for: The code of Conduct for the Protection of Children Against Sexual Exploitation in Travel and Tourism. The organization has developed codes of conduct for the members to implement into their CSR's. (The Code 2014a; The Code 2014b.)

Over 1300 companies from 66 different countries have joined The Code. In 2000 Finnish Aurinkomatkat joined The Code, yet however has not updated its status after the change in the conditions Furthermore Finnmatkat (TUI), Apollomatkat (Kuoni) and Tjäreborg (Thomas Cook) are members through their parent companies. (The Code 2014c; Tytti McVeigh).

Companies can join The Code by signing the codes of conduct, and by implementing six steps into their practice. These steps are demonstrated in figure 6.

- 
- 1 **TO ESTABLISH A POLICY AND PROCEDURES** against sexual exploitation of children
  - 2 **TRAIN EMPLOYEES** in children's rights, the prevention of sexual exploitation and how to report suspected cases
  - 3 **INCLUDE A CLAUSE IN CONTRACTS** throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children
  - 4 **PROVIDE INFORMATION TO TRAVELERS** on children's rights, the prevention of sexual exploitation of children and how to report suspected cases
  - 5 **SUPPORT, COLLABORATE & ENGAGE STAKEHOLDERS** in the prevention of sexual exploitation of children
  - 6 **REPORT ANNUALLY** on your implementation of The Code

**Figure 6.** Six steps for protecting children from sexual exploitation in travel and tourism. (The Code 2014a)

The membership fee is between EUR 50-2000, depending on the company's revenue. By joining the The Code a company is making a statement that it does not approve sexual exploitation of children in travel & tourism. Furthermore, by joining, the company is provided with online training about CST and what it can do, if ever faced situations where children are being exposed to sexual abuse in travel & tourism. (The Code 2014d)

Further information about 'The Code' can be found from [www.thecode.org](http://www.thecode.org).

### 2.5.7 ECPAT International

Already ECPAT has been mentioned on several occasions in this thesis. It has become clear that it plays a highly important role in preventing the commercial sexual exploitation of children, and through that child sex tourism. For the readers to better understand how important ECPAT is and what they have done in terms of preventing CSEC, the author will present the organization in more depth in this chapter.

ECPAT started out in 1990 as a network of organizations campaigning against the commercial sexual exploitation of children in tourism (SECT). Their first campaign was to research SECT in Thailand, Sri Lanka and the Philippines. After the research they presented their findings at a meeting in Chiang Mai, Thailand and it was then that their campaign was named ECPAT (however, the acronym was then formed from the words End Child Prostitution in Asian Tourism). Their campaign was effective in rais-

ing awareness about the sexual exploitation of children by tourists in these countries, and five years later in 1996, their operations had already expanded to Europe and the Americas. (ECPAT International 2008a, 4; ECPAT International 2009, 4)

Notwithstanding they had expanded to other countries, the acronym remained the same but it now meant End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes. (ECPAT International 2008a, 4-5)

Through their successful campaigns, more NGOs began to get involved, the public became more aware of the issue and more importantly, governments all around the world began to recognize the problem. This snowball effect led to **The First World Congress against Commercial Sexual Exploitation of Children** in Stockholm, Sweden in August 1996. The congress was organized by ECPAT, UNICEF and the NGO Group for the Rights of the Child. This congress was a milestone for ECPAT; governments of 122 countries formed “a global partnership against CSEC” and developed a national plan of action to tackle the issue in their own countries. (ECPAT International 2008a, 5; ECPAT International 2014b)

The Stockholm Declaration for Action calls for action from states, all sectors of society, and national, regional, and international organisations, against the commercial sexual exploitation of children. In particular, it calls for action to be undertaken in Cooperation and Coordination, Prevention, Protection, Recovery and Reintegration and Youth Participation. (ECPAT International 2008a, 5)

Moreover after the First World Congress, ECPAT transformed from being a campaign, to a registered NGO. Their international secretariat is currently located in Bangkok, Thailand. (ECPAT International 2008a, 4)

**The second World Congress** took place in Yokohama, Japan in 2001. The number of participants was nearly double (3000) than in the first congress and governments from 134 countries were present. Moreover it was successful in bringing together multi-stakeholders: governments, NGOs, law enforcements, international development agencies, representatives of civil society and the travel and tourism industry. (ECPAT International 2008a, 5)

**The Third World Congress** was held in Brazil in November of 2008. Over 140 countries were represented and over 3000 people took part. In addition to this, over 300 children and adolescents took part and played an important role at the congress. (ECPAT International 2014b)

Nowadays ECPAT is present in over 70 countries working together with organizations towards eliminating all forms of CSEC: child pornography, child prostitution, trafficking children for commercial purposes and child sex tourism. They strive to ensure that children all around the world are able to enjoy their fundamental rights free from all forms of commercial sexual exploitation. (ECPAT International 2008a, 4)

### 3 Young people as travellers

There are several existing definitions about how old are ‘young’ people. In a fact sheet published by the United Nations Department of Economic and Social Affairs (UN-DESA), it is stated that definitions vary from the United Nation’s definition of 15-24, to the African Union’s definition of 15-35, and further to The UN Habitat Youth Fund definition of 15-32 (The United Nations Department of Economic and Social Affairs 2013.). Furthermore, the importance of the contribution of young people in sustainable of development has been recognized by the UN Sustainable Development already in 1996 in the Agenda 21, Chapter 5, section 25.2, where it was stated that:

“It is imperative that youth from all parts of the world participate actively in all relevant levels of decision-making processes because it affects their lives today and has implications for their futures. In addition to their intellectual contribution and their ability to mobilize support, they bring unique perspectives that need to be taken into account.” (The United Nations Sustainable Development 1996)

In addition to this, the role of young travellers in today’s travel industry is remarkable; According to WYSE Travel Confederation director general, David Chapman, despite the economic downturn, travelling has become a sort of a ‘rite of passage’ for young people. They (youth) recognize the importance of cultural growth gained through travelling after graduation, before entering the work market. (WYSE Travel Confederation 2013.)

The term of “youth tourism” is partly overlapping, if not parallel with “backpacker tourism”. What these two types have in common, is that travellers of both groups are most often categorized as being under 31 years old and they share similar values when travelling. Instead of trying to choose from one of these as specific target group, the author decided to study their resemblances and combine the two types in order to create a target group of young travellers, whose travel habits differ from mass tourists. The author found a wide range of literature about ‘Backpacker tourism’, yet infor-

mation about 'Youth tourism' was mainly concentrated on academic articles and publications.

### **3.1 Youth Travel**

In a publication "The Power of Youth Travel" by the UNTWO and WYSE Travel Confederation, it was stated that "youth travel is important because it is the market of the future – not just for the future development of the young people themselves but also the places they visit". This statement sums up the importance of youth travel and why it is an important niche. The Secretary-General of the World Tourism Organization, Taleb Rifai stated in the same report that youth travel has seen a lot of growth in this decade and that it has now been recognized by the United Nations as a major force of development and social change. He specified that in 2010 it is believed that out of 940 million international tourists, 20% of them were young travellers. Furthermore, Chapman, the director general of WYSE Travel Confederation stated that in 2012, youth tourism generated \$183 billion, ensuring the financial value of youth travel. (UNTWO & WYSE Travel Confederation 2011, 2-7; WYSE Travel Confederation 2013, 5.)

Just as the importance of the participation of young people in sustainable development was emphasised in Agenda 21, Rifai stresses the importance of youth travel by referring it to be "a promising path towards a more responsible and sustainable tourism sector". (UNTWO & WYSE Travel Confederation 2011, 3)

It has been recognized that today's young travellers seek to find more engaging experiences while travelling. They are looking to get closer to the local community and 'live like the locals'. Furthermore the development of technology has affected their behaviour; it has been argued that young travellers are no longer travelling only for themselves, but they seek to share their experiences with others (UNTWO & WYSE Travel Confederation 2011, 7-9; WYSE Travel Confederation 2013, 7.). The young traveler's need to share their experiences could be seen as an important factor when it comes to raise awareness on child sex tourism. Just as it was mentioned in the introduction chapter of this thesis, the author agrees with this theory based on her own experiences. The more effective information sharing becomes, the more information about the places affected by CST could be exposed.

### 3.2 Backpacker Tourism

Backpacker tourism is a form of tourism that involves a lot of youth travellers. It is nowadays seen as a part of a youngster's life and some even describe it to be a 'rite of passage'. In today's world youngsters tend to take gap years in between their education or work, in order to go backpacking and see the world.

One single definition for backpacker tourism does not exist. Nevertheless, backpackers are often being defined as young travellers, who travel on a low budget, seek to get close to the local community and are eager to meet new people and travel outside the crowded mass-tourist areas. (Loker-Murphy & Pierce 1995 in Ian & Musa 2008, 130; Wilson, Fisher & Moore 2008, 118)

It is said by Cohen (1973 in Wilson et al. 2008, 117) that the origins of backpacker travel can be traced to the 1960's and 1970's when the introduction of cheap airfares and surface travel encouraged youngsters to travel. Ever since backpacker tourism has evolved in such ways that it is now considered to be an important sector of the tourism industry. More importantly it has been identified as an important contributor for sustainable development. (Jarvis & Peel 2009, 24-26; Ian & Musa 2008, 130-133)

Backpackers travel on a low budget and thus do not require a big infrastructure; they prefer small-scale developments, such as locally owned accommodations and restaurants. These kinds of developments have a small impact on the destination and moreover support the local economy. In addition to this; backpackers tend to be more interested and respectful towards the local customs (Ian & Musa 2008, 130-132; Jarvis & Peel 2010, 24-26). Moreover Jarvis & Peel (2010, 24) state that since backpackers support local economies by using local services, backpacker tourism can be seen as a form of 'pro-poor' tourism helping poor communities economy wise.

Backpackers are also recognized as pioneers of new destinations; as they go off-the-beaten-track in order to look for more rural areas, they are discovering new destinations. Henceforth they are the ones who eventually encourage other forms of tourism to the areas (Ian & Musa 2008, 132; Jarvis & Peel 2010, 26). Riley (1988, in Jarvis &

Peel 2010, 26) in fact defined backpackers to be the ones who define whether a destination is safe for the other tourists or not.

In studies conducted by WYSE Travel Confederation in 2011 and 2012, the economic and social importance of backpackers was proved. For example in 2011 in Australia 38% who travelled beyond Sydney were most likely to be backpackers. Furthermore the average stay of backpackers in Australia in 2012 was 71 nights and it was discovered that backpackers spend from AUS 4000 to AUS 10 000. In addition to this, studies conducted in Ghana, Africa resulted in suggestions made to build more hostels to accommodate the backpackers. (WYSE Travel Confederation 2013, 10)

Needless to say backpackers have a huge impact on developing nations and furthermore they have a certain power to turn a destination into a tourism destination. However, the author felt that researching only backpackers would have put too many restrictions on the research; it would have required a more in depth study about 'backpacker tourism' in order to develop a questionnaire that would clearly separate 'backpackers' from other types of travellers. Furthermore the author was concerned whether there would be enough backpackers in Finland for the results to be reliable and valid, and in addition, the author was concerned about how many respondents could identify themselves as 'backpackers'.

In addition to this a lot of arguments have been stated against modern day backpackers and their values. Therefore using 'backpacker tourism' as a division of 'youth tourism' allows the author to justify the characteristics used to define a 'youth traveller'.

## 4 Research Methodology

In this chapter the author will discuss the chosen research methods and further discuss the challenges related to the reliability and validity of the research. The author will go through the created questionnaire question by question, in order for the readers to understand why those questions were asked and how they support the validity of the research. In addition to this, the author will discuss about how the data was analysed and what tools were used.

### 4.1 Quantitative and Qualitative research methods

The difference between qualitative and quantitative research methods have been argued by several authors. Mayo (2014, 11-12) for example sees them as varying in terms of the sample size, purpose, settings and how the data is analyzed. Smith (2010, 18-19) on the other hand argues that the difference between these two is often imprecise, as researchers see the distinctions differently. Smith also justifies this by stating how some qualitative researches are used to collect quantitative data whereas quantitative researcher are used to measure qualities.

In order to determine which method to use for this research, the author decided to examine Mayo's view of the differences between quantitative and qualitative. Mayo (2010, 10-12) sees the differences as follows: The **sample size** on quantitative researches is larger than on qualitative researches. Moreover whereas the **purpose** of a quantitative research is to gather many responses in order to be able to generalize, a qualitative research is mainly focused on getting deep and throughout responses from a small sample without the aim of generalizing anything. The **setting** is also very different in quantitative and qualitative researches; in a quantitative research the setting for the research is not vitally important and can even be a created. In qualitative research on the other hand the research is aimed to be conducted in a natural environment. The **method of analyzing data** differs in terms that in quantitative research the researcher aims to prove something and for that all data needs to be carefully and thoroughly analyzed. Mayo justifies this difference well, by stating: "In qualitative research, there are no ideas being tested; instead, they are being discovered".

Considering Mayo's differentiations, the author decided to use a *mixed-method* approach, this refers to the combination of both quantitative and qualitative research methods (Mayo 2014, 10-11). As the aim of the research is to attempt to create a generalization about the awareness of child sex tourism among young Finnish travellers, the sample size needs to be as large as possible. In order to collect a large sample, the fastest and most efficient way is to create an online survey. The initial idea was to create a multi-choice questionnaire; however as attitudes were also to be measured, the author determined that multi-choice questions alone could not provide the required in-depth data.

## 4.2 Questionnaire

Questionnaires have become a popular way to collect information. They are used in almost all industries to collect data from people about their behaviour, motivations, beliefs etc. They might seem easy to develop, distribute and analyse, but in reality they are relatively difficult to control. Moreover even if the response rate is high, if not conducted properly results might not be valid or reliable. (Mayo 2014, 171, 174; Balnaves & Caputi 2001, 76)

Mayo (2014, 171) specifies that the challenging parts of a questionnaire are more often related to selecting the sample and getting an adequate amount of responses. He further emphasizes the importance of these aspects, as they determine the validity and reliability of a research. However, questionnaires have proven to be an effective way to reach a wide range of respondents within a short period, making it a useful tool when quick responses are needed. (Mayo 2014, 171-172)

Questionnaires are used in quantitative researches to gather numerical data on human behavior that can be used as statistics. This data is then analyzed and presented as graphics. Balnaves & Caputi describe data gathered through online questionnaires to be "used to form a 'digital person'- an electronic copy of a person's behavior and preferences for marketing and other purposes". Therefore the most important thing about questionnaires is that the researcher is able to ask the right questions and knows how

to analyze them properly, in order to get adequate data. (Balnaves & Caputi 2001, 76; Mayo 2014, 171-172)

The questionnaire used for this thesis is self-administrated which according to Mayo (2011, 174) is a type of questionnaire that does not include personal contact between the researcher and the target group. These can be mailed questionnaires, ones distributed at meetings or events and online questionnaires. The researches chose online questionnaires as form of data gathering, since they are easy and fast to distribute and can provide a large sample.

To design a functioning and clear questionnaire is a challenge itself. Mayo (2011, 175-176) mentioned one of the negative sides of a questionnaire being that there is no chance to follow up on unclear answers. In order to avoid the chances of getting unclear answers, the author kept the questions simple and easy to follow, in order for the respondents to understand them. Furthermore the author focused on adding open-end fields after certain questions, allowing the respondents to provide more in depth answers.

The questionnaire was developed in collaboration with the commissionaire. The author developed a total of twelve (12) questions, yet as the questionnaire was planned to proceed depending on how previous questions were answered, the respondents would only be answering to maximum of nine (9) questions.

Even though the target group was **Finnish citizens under 31 year olds who travel at least once a year abroad**, the author designed the questionnaire in such way that would also allow those over 32 year olds, who travel less than once a year, to complete it. This was due to the fact the author felt that the topic is important, and people should not be forbidden from answering the questionnaire. However, due to the sensitivity of the topic, the author did not provide an option for those less than 18- year olds to complete the questionnaire. Furthermore results provided in this thesis are being filtered as according to the target group.

The first questions asked in the questionnaire were to collect general data; the gender and age of the respondents were asked. The author created a scale of 3-4 years when asked for the age. By doing so the author divided the respondents into age groups: 18-20, 21-24, 25-28, 29-31 and finally an option for 32+ was provided. This age scale represents the population of youth travelers as well as backpackers, as described in chapter 3.

Followed by this, the respondents travel habits were asked. This question was divided into four (4) scales; the first option was for those who travel less than once a year, followed by options for those who travel 1-2, 3-4 or 5+ times per year outside of Finland. The author decided to include this question in order to distinguish those whom can be assumed to be frequent travelers. The definition of a 'traveler' alone according to the UN is:

“A traveller is someone who moves between different geographic locations, for any purpose and any duration”. (UNTWO 2014a)

This definition does not suggest that a person travelling less than once a year could not be called a 'traveller', however the author wanted to specifically study those who travel at least once a year. The author considers them (those who travel more than once a year) to be frequent travellers, and thus an important target group to study, as they are more likely to witness CST. An official definition for 'frequent traveller' could not be found.

Whereas the first three (3) questions were general question, the following questions were already related to the topic; the fourth question went straight into the point and was meant to directly answer the author's first part of the research question: **how aware are young Finnish travellers of child sex tourism?** The question was very clear: *Are you aware of the term child sex tourism?* If the respondents answered yes, a follow up question; *how do you understand it?* - was added. With this question, the author aimed to find out whether the respondents could describe CST using their own words. Furthermore, through this question the author strived to get the respondents to spend even just a few seconds thinking about the term and what it is, so that they would understand its meaning and would be more motivated to continue with the survey.

Question six (6) would create a separate path, depending on how the respondents would answer. After asking what the respondents think CST is, the author asked them to think whether they have ever witnessed prostitution that would have involved minors<sup>3</sup>. The author provided three options: *yes*, *no* and *not sure*. The latter option was set so that those who travel less, or have never heard about the term, could select it. Furthermore the author understood that even though the term might be familiar, not everybody would recognize the actual act of prostitution or would remember seeing it. From this question on the author wanted to separate those who have witnessed CST and those who have not, or were not sure. The questionnaire separated in two paths:

If the respondent replied ‘*yes*’ to have witnessed prostitution involving minors, he or she would continue with two open-end questions: in which country, and the respondent was also asked to describe how he or she acted in the situation, did he/she report it to anyone? This question was created in order to find out how many of those who witness prostitution involving minors react. The author was particularly curious to see how many have reported it to an authority or other party. Furthermore the author was particularly interested in seeing where the respondents have seen CST and could these destinations be connected to the reports of ECPAT International mentioned in chapter 2.4.

If the respondent replied ‘*no*’ or ‘*not sure*’ to having witnessed prostitution involving minors, the author asked them whether they would do anything about it, if they were to witness such thing. With this question the author wanted to ask the respondents to think about themselves in a situation where they might someday be; would they do anything about it? This question would once again separate those who answered ‘*yes*’ and those who answered ‘*no*’.

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<sup>3</sup> The phrase “prostitution involving minors” was used throughout the questionnaire as a synonym to ‘child sex tourism’. This was due to the fact that the use of the term “child sex tourism” could have been misleading or unclear for those not familiar with the term. Furthermore as mentioned in chapter 2, child prostitution is the most common form of child sex tourism.

Those who answered 'yes' to report prostitution involving minors if ever would witnessed it, were directed straight to the final question. The last question was included as an extra question, to ask the opinions of the respondents about what they think would be an easy and safe way to report prostitution involving minors, hence CST. The author provided seven (7) options for the last question, from which the respondents could choose as many as they wanted. The options were: *A mobile application, a website, a toll-free number, the local police, hotel/ hostel, Tour operator* and finally there was an option of *other, what?* After the final option the author provided an open field where the respondents could freely express other methods that they think could be used for reporting child prostitution.

Those who answered 'no' to report child prostitution, continued with the question: *why not?* This question was part of the study of attitudes; it provided the respondents with options to justify why they would not report child prostitution. The options were: *I would not know to whom/ where to report it, I would be afraid for my safety* and *other, what?* With the latter option the author provided the respondent with an opportunity to state other reasons that might affect not wanting to report prostitution involving minors. Furthermore, the author included an option of *'I do not want to answer'*, due to the fact that it was understood that not everyone would want to justify their answers. Followed by the question of *why*, the author further asked: *if there was an easy and safe way to report child prostitution, would you then report it?* The author used this question to again measure attitudes; if the respondents would answer 'yes' to this question, it could be understood as they understand the gravity of CST and would be willing to participate in preventing it by reporting it.

After these questions the respondents were as well directed to the final question to ask their opinions about what they think would be an easy and safe way to report child prostitution.

The questionnaire was distributed electronically between April- June 2014 in Finnish (attachment 1) due to the fact that the target group was Finnish citizens. However for the thesis it was translated to English (attachment 2) as well. The author used social media as the main distribution channel. It was posted on the commissioners Facebook

page and likewise the authors Facebook page. Furthermore the link to the questionnaire was shared by a total of nine (9) other Facebook users. In addition to this, the questionnaire was distributed within two faculties of the University of Helsinki and likewise the link was published in the newsletter of the University of Applied Sciences of Kymenlaakso and Mikkeli. The questionnaire was completed by 340 respondents from which 255 fitted the requirements of the target group.

### 4.3 Sample and Population

The author has already identified the target group of this research as being young Finnish travellers. The terms ‘young’ and ‘travellers’ have been defined in previous chapters and by ‘Finnish’ the author refers to people who have Finnish citizenship, live in or outside of Finland.

Since the author has a clear view of the target group, it can be said that the *population* of the sampling group has been defined. According to Sirakaya- Turk et al (2011, 95), “population refers to the entire universe of elements being study”. Henceforth in this thesis population is all the Finnish who are between the ages of 18- 31 and travel at least once a year. An exact data on how many Finnish between the age of 18-31 could not be found, however, according to Official Statistics of Finland (2014), there are 1 344 000 Finnish between the age of 15-34, from which 688 000 (51, 2%) are male and 656 000 (48, 8%) are female, making the population of this research approximately 1 344 000, excluding those between 15-17 and 32-34 year olds. Nevertheless no data could be found on the relation between age and travel habits.

Since it is impossible for the researcher to sample every single one within the population, it is necessary to select a *sample* from the population. Sirakaya- Turk et al (2011, 95-96) defines a sample to be a small part of the population that represents the whole population - it is not the size that matters, but what matter is how well the population is represented by the sample group.

Sampling techniques can be divided in to two categories: *Probability or representative sampling* and *non-probability or judgemental sampling*. Probability sampling means that each person from the sample needs to represent the larger population from which they are se-

lected from. In non-probability sampling on the other hand it is not important that the sampling unit reflects the population (Saunders, Lewis & Thornhill 2007, 207; Mayo 2014, 125-126). The author used probability sampling and more specifically *cluster sampling*.

Cluster sampling means that the sample is chosen based on certain common characteristics, such as age, gender, occupation (Mayo, 2014, 127). The author will use age as the main characteristic, as no data could be found on the travel habits. The authors aim was to receive valid 200 answers from Finnish citizens between the ages 18-31.

#### **4.4 Reliability and Validity**

Reliability and validity are often used to assess a research. A good research needs to be both reliable and valid. Reliability is highly focused on the fact that the results need to be consistent and should the research be conducted again or by another researcher, same results should be obtained from the same population. For example, if this research would be to conduct again using the same population, yet from different sample, results should be the same. However, even though the same research would be conducted over and over again and the results would be the same, hence the research could be said to be reliable, what matter is that it is valid. (Burns & Burns 2008, 425-426; Sirakaya-Turk et al. 2001, 32-34)

Validity measures how valid or truthful the results are. As mentioned above, results from a questionnaire can be reliable, but if the questions asked in that questionnaire do not measure what they are supposed to measure, the results are not valid. In other words, a research can be valid yet not reliable, but it can never be reliable yet not valid (Burns & Burns 2008, 425-426; Sirakaya-Turk et al. 2001, 32-34)

Biases can always affect the reliability and validity of a research, and therefore it is extremely important to avoid any bias. With this research the author made sure no bias would occur, by not personally contacting anyone directly from the sample. By keeping the questionnaire anonymous, the author ensured that the respondents would not be concern on how to answer the questions.

The author believes that the questionnaire developed for this research presented valid results; the questionnaire was tested with three persons in order to confirm that the questions were clear and understandable. Furthermore the questionnaire was sent to the author's thesis supervisor and commissioner, in order to confirm that it can be used to measure the awareness and attitudes of child sex tourism among the target group.

In order for the research to be reliable, the author aimed to get 200 responses. This was fulfilled, and in fact the author managed to get an overall 340 responses, from which 255 were valid, thus represented the target group. However, what affected the reliability was that the distribution between the genders was not equal; there were significantly more female than male respondents. This might have affected the results, and thus it is suggested that further researches are conducted targeting the young, male travellers.

#### **4.5 Analysing Data**

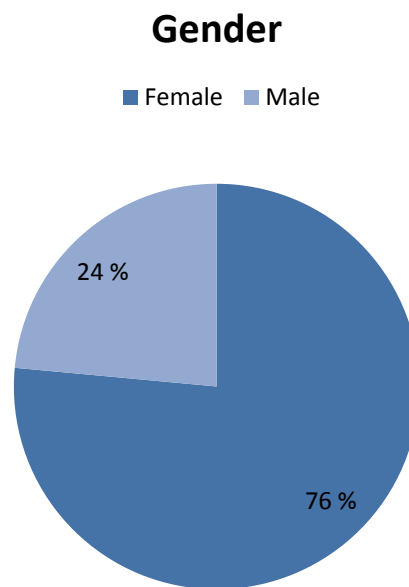
The data was collected during 24<sup>th</sup> of April- 23<sup>rd</sup> of June and a total of 340 answers were received. However, after filtering those over 31 years old those travelling less than once a year, the total amount of answers was 255. The author was satisfied with the number of replies.

In order to examine the attitudes and awareness taking in consideration all the variables, (gender, age, travel habits etc.) the author used SPSS as an analysing tool. SPSS is a statistical analysing tool and it stands for Statistical Package for the Social Science. Before moving the data from Webropol to SPSS, the author did several overall analysis using tables and figures created by Webropol. This way the author could determine, whether enough responses were gathered from both genders and furthermore were the responses divided somehow equally to all age groups. This way the author could control the reliability of the research; when the author noticed the lack of male respondents, the questionnaire was opened again and distributed again in order to increase the number of male respondents. The technique was successful, even though the number of male respondents could still have been higher.

The results were first transferred from Webropol to Excel and further to SPSS. The first thing the author wanted to analyse was the relationship between the variables; the author was interested to know, whether the gender, age and travel habits had an effect on whether the respondents had ever heard about CST. In order to examine the relationship between variables, the author used cross-tabulation. In addition to this, the author used frequencies- calculations in order to find out the division of variables among other variables. Furthermore the author used the same calculation in order to analyse the travel habits of all studied age groups.

## 5 Results

The author will first present the results of the general questions, which were gender, age and travel habits. This is to create a general profile about the respondents. Figure 7 shows that out of the 255 respondents, 76% were female (N=195) and 24 % (N=60) male. As mentioned already, the author understands that the lack of male respondents in this research affects the reliability of the results.

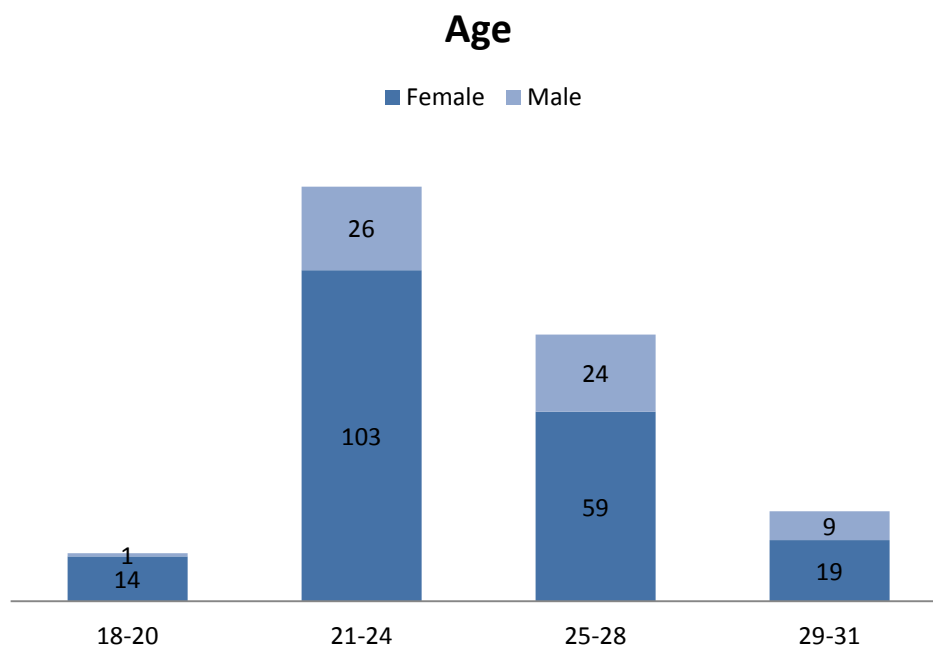


**Figure 7.** Gender distribution

The author managed to get responses from all age groups. The majority, 50,6 % (N=129) of the 255 respondents were between 21-24 years of. The group of 25-28 year olds represented 32,5 % of the whole sample. Less responses were received from those of age 28-31, who represented 11 % of the whole sample, leaving the group of 18-21 years old with the lowest representation rate of only 5,9 %. The fact that the majority of the respondents were between 21-28 years old, validates that this research studied young people, as they were defined in chapter 3.

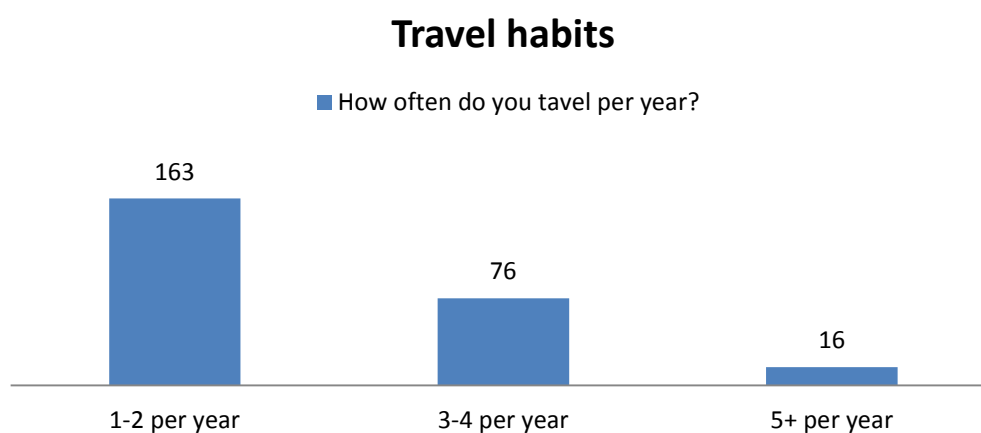
Figure 8 further demonstrates how the genders were in relation to the age groups. Even though responses were received from both genders in all age groups, the representation of males within the age groups 18-20 and 29-31 is significantly low, with only 1 male respondent of 18-20 year old only 9 respondents of the age of 29-31. This also

affects the reliability of the research. However, as can be seen no significant differences occurred between genders: the majority of both genders represented same groups.



**Figure 8.** Gender distribution within the age groups

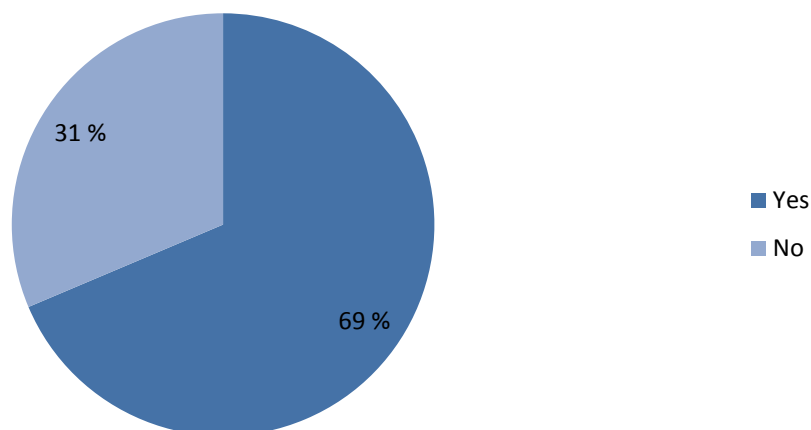
Frequencies analysis further demonstrated that the 64 % (N=163) of the 255 respondents, travel 2-1 per year, whereas 30 % (N=76) travel 3-4 per year. Only 6 % (N=16) travel more than 5 times per year (figure 9). There were no differences between the genders. Furthermore both genders from all studied ages, represented all groups of this question.



**Figure 9.** How often do the respondents travel per year

Figure 10 shows the distribution of how many of the respondents were aware of the term ‘child sex tourism’. From the whole sample, 69 % (N=175) were aware of the term and 31 % (N= 80) was unaware of the term.

### Have you ever heard about the term 'child sex tourism' ?



**Figure 10.** The awareness of the term ‘child sex tourism’ among genders

The author conducted several cross-tabulation analyses in order to discover whether the gender or age affected the awareness of the term. The results concluded that in this research, the gender did not have an effect, yet there were indications that the age did in fact have an effect: whereas other age groups seem to be more aware about the term child sex tourism, the group of 18-20 year olds seems to be generally more unaware about it (Table 1).

**Table 1.** The effect of age on the awareness of term ‘child sex tourism’

		Have you ever heard the term 'child sex tourism'?		Total
		Yes	No	
Age	18–20	4	<b>11</b>	15
	21–24	<b>80</b>	49	129
	25–28	<b>65</b>	18	83
	29–31	<b>26</b>	2	28
<b>Total</b>		<b>175</b>	<b>80</b>	<b>255</b>

As it can be seen from Table 1, from those 18-20 years of age, only 4 (26, 7 %) were aware of the term and 11 (73, 4 %) unaware. However, the author would like to remind the readers that the age group of 18-20 year olds represented only 6 % of the sample, and thus it cannot be generalized that Finnish travelers of 18-20 years of age are unaware of CST. Nevertheless it raises questions and the author suggests further studies to be conducted on the awareness of those less than 20 years of age.

Furthermore the author was curious to find out whether the travel habits of the respondents affected their awareness. Table 2 demonstrates that regardless of how often the respondents travel per year, the majority was aware of the term.

**Table 2.** The effect of the travel habits on the awareness of the term ‘child sex tourism’

		Have you ever heard the term 'child sex tourism'?		Total
		Yes	No	
How often do you travel abroad?	1-2 times per year	110	53	163
	3-4 times per year	55	21	76
	5+ times per year	10	6	16
<b>Total</b>		<b>175</b>	<b>80</b>	<b>255</b>

Overall it can be said that Finnish young travelers are aware of the term. However the author wanted to find out how the respondents who have heard of the term, would describe it. Question 5 of the questionnaire was directed to those respondents aware of the term ‘child sex tourism’. The question was an open end question, giving the respondents an opportunity to define CST in their own words.

An overall view is that all who said to know what the term means were on the right path. Every response included, in a way or another, the fact that CST is *tourism, where tourists travel to another destination in order to engage in sexual acts with children*. The author also noticed that a large amount of respondents connected CST with developing countries; surprisingly Asia, and especially Thailand and Cambodia were mentioned frequently. Furthermore, the word ‘pedophile’ emerged in several occasions. These respondents specified that CST means that pedophiles travel to engage in sexual acts with children.

Other similarities were about genders; respondents often specified that CST is about male travelers. Only a few mentioned that it can include both female and male.

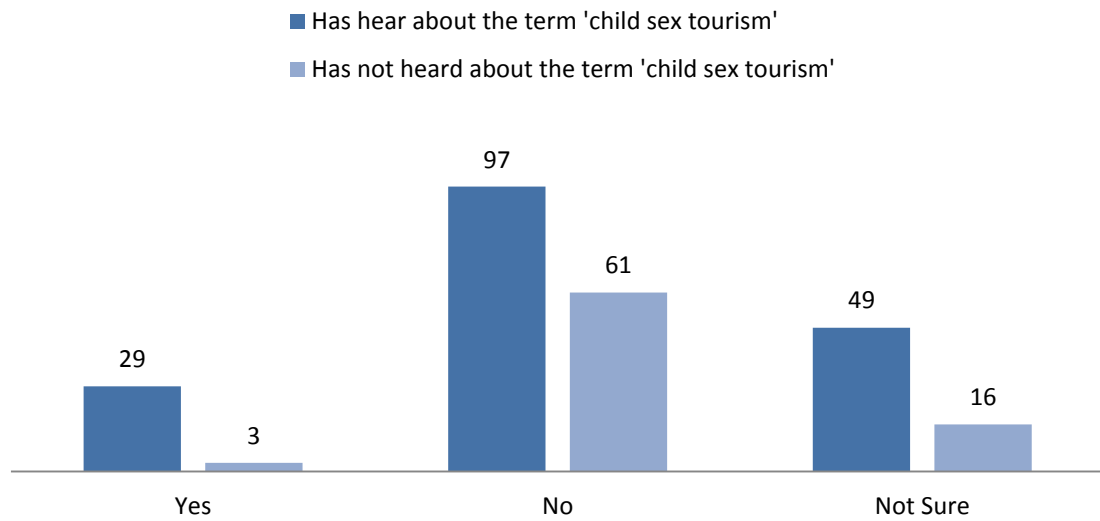
In addition to this, many responses described CST to be a phenomenon where children are *forced* to work as prostitutes. However, there were also responses that mentioned that children operate either forced or voluntarily. The latter responses often specified that children are doing it in order to provide for themselves. Furthermore the author noticed that several respondents mentioned the fact that western travelers travel to least developed countries to practice CST. Not a single response stated directly that CST can also happen in developed countries. However, it was further discovered while reviewing the results that the respondents had witnessed CST in Western countries.

Whereas it can be concluded that the majority (69 %) of the sample is aware about what CST mean, the result of whether anyone has ever witnessed prostitution involving minors, show that only 12,5 % (N=32) of the sample has ever witnessed such thing. The majority, 62 % (N=158) claimed to never had witnessed prostitution involving minors and further 25,5 % (N=65) were not sure.

The author was curious to know whether the fact that the respondents were familiar with the term, affected whether they have ever witnessed it. This can be justified by the fact that if it the term was known, the action of CST could be recognized more easily. Figure 11 shows that there were three (3) respondents who were not aware of the term, yet replied 'yes' to have witnessed prostitution involving minors.

The author thus believes that using 'prostitution involving minors' instead of 'child sex tourism' in this question was useful, as it shows that the target group has seen an act of CST, yet were not aware that there is a term for it. Cross tabulation analysis further revealed that the gender did not affect whether the respondents believe they have ever witnessed prostitution involving minors (Table 3).

### While travelling, have you ever witnessed prostitution involving minors?



**Figure 11.** How the awareness of the term ‘child sex tourism’ affected whether it had ever been witnessed by the respondents.

**Table 3.** The effect of gender on whether the respondents believe to have ever witnessed prostitution involving minors.

		Have you ever witnessed prostitution involving minors?		
		Yes	No	Not sure
Gender	Female	19	122	54
	Male	13	36	11
<b>Total</b>		<b>32</b>	<b>158</b>	<b>65</b>

Those having witnessed prostitution involving minors were asked to specify where they have seen it. This question was open-ended. However, as there were certain destinations that were mentioned frequently, the author calculated that 20 of the sights were witnessed in Thailand, representing 69 % of all the destinations mentioned. Other countries mentioned more than twice were: Indonesia (11 %), Cambodia (10 %) and The Netherlands (10 %). Furthermore, Vietnam, Spain, Greece and The Philippines emerged more than once.

Table 4 demonstrates all destinations where CST has been witnessed by the respondents. The author would have expected to see the majority of destinations to be from Asia, as in question 3 it was frequently mentioned that CST happens in Asia. However, as

can be seen from Table 4, most of the destinations are in Europe. Shockingly, destinations such as Sweden and Norway were mentioned, which are countries that generally are not connected to prostitution, let alone prostitution involving minors. Nevertheless it should be taken in considerations that those countries were mentioned only once, and thus any generalizations cannot be made. However, just as described in chapter 2.2.2, child prostitute- users come from all around the world and have developed wide networks, so it could be possible that supply for child prostitution indeed exists in these countries.

Most of the destinations mentioned by the respondents can however be connected to the destinations mentioned by ECPAT International in chapter 2.4. Even though countries from the Americas and Africa were not mentioned a lot by the respondents, it could be justified by the fact that those destinations are not among the most popular destinations for the Finns.

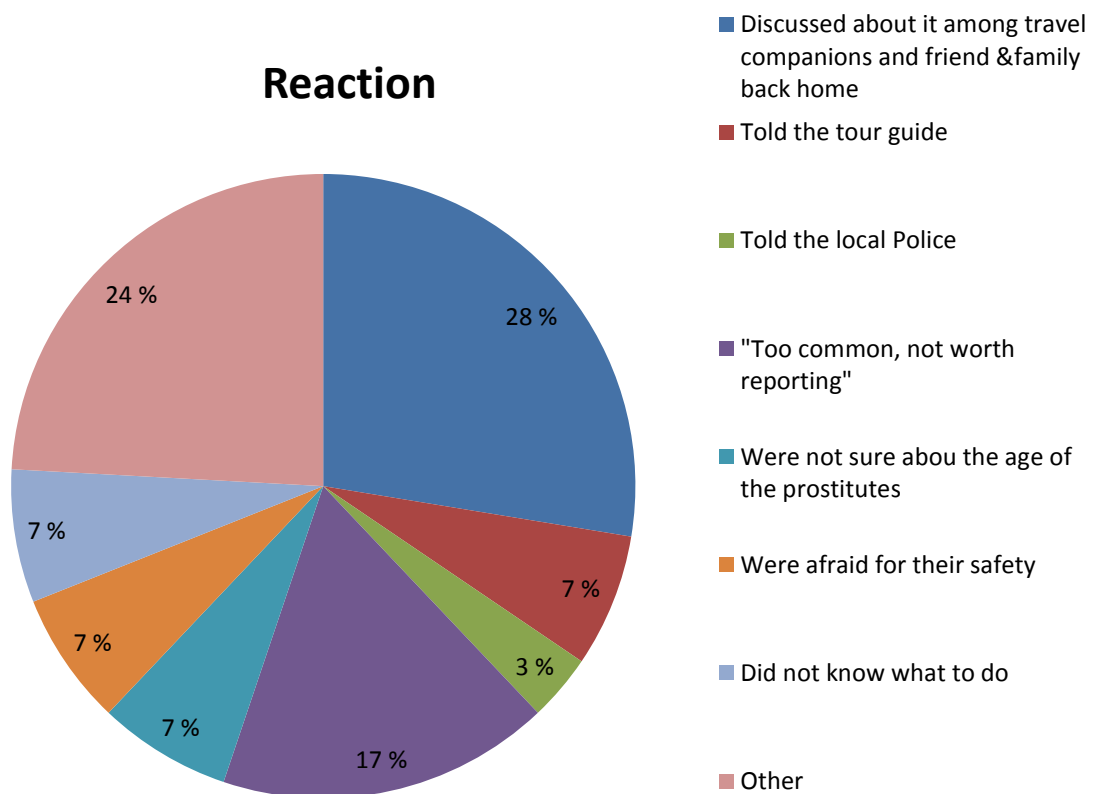
**Table 4.** Destinations where CST has been witnessed by the respondents

Asia		Africa		The Americas		Europe	
Thailand	20	Morocco	1	Peru	1	The Netherlands	3
Indonesia	3	"Africa"	1			Spain	2
Cambodia	3	Tunis	1			Greece	2
Vietnam	2					Sweden	1
The Philippines	2					Norway	1
"Asia"	1					Germany	1
India	1					Russia	1
Laos	1					Estonia	1
Sri Lanka	1					Bulgaria	1
						Sweden	1
						Belgium	1
						Ukraine	1
						Italy	1

The respondents were also asked to mention how they reacted in the situation when they realized it was prostitution involving minors; did they report it to anyone? This question was also an open-end question, yet as certain keywords emerged frequently, the author could make some conclusions (Figure 12): out of the 32 respondents who said to have witnessed prostitution involving minors, 28 % (N=11) said to have dis-

cussed about it among their travel companions and friends & family back home. 7 % (N=2) of the respondents said to have told their tour guide about it and 3 % (N=1) said to have reported it to the local police, yet further specified that it was probably not given any attention. Furthermore 17 % (N=7) said that reporting it would have not made a difference as they believed that it is too common at certain destinations. The phrase “nobody would have cared” was used. In addition to this, 7 % (N=2) said not have reported it, since they were not sure they were underage. These replies came from respondents claiming to have witnessed it in Asian countries, where indeed women sometimes look younger than they actually are. There were also few respondents who said not to have reported it since they were concerned for their safety (7 %, N=2). They recognized CST to be something possibly involving a third part, and thus were afraid to get involved by reporting it.

In the chart, ‘Others’ means those who did not specify any reason, yet all of them said not to have reported it.

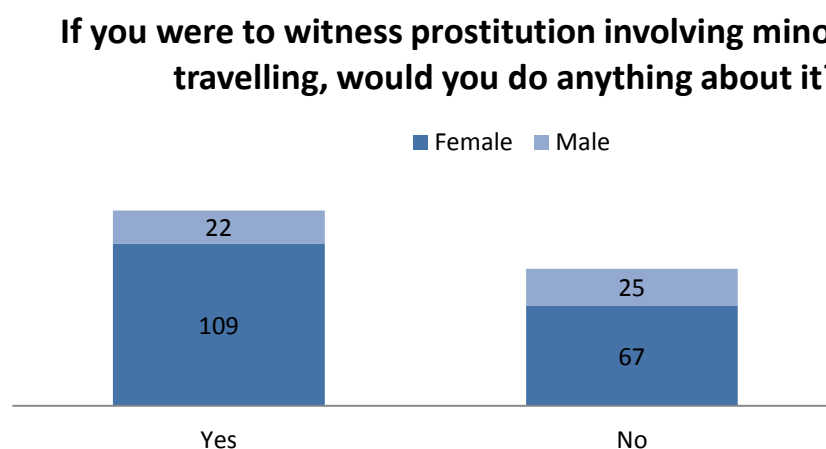


**Figure 12.** The reaction of the respondents having witnessed prostitution involving minors while travelling

What can be concluded from the findings about the reactions is that young travellers indeed discuss about their experiences with others. Just like in chapters 3.1 and 3.2 was argued, young travellers have developed a sense of wanting to share as much as possible about their travels to their friends and family back home, as well as with their travel companions. Therefore, as these travellers discuss about what is happening at certain destinations, awareness about the negative facts, such as CST is raised.

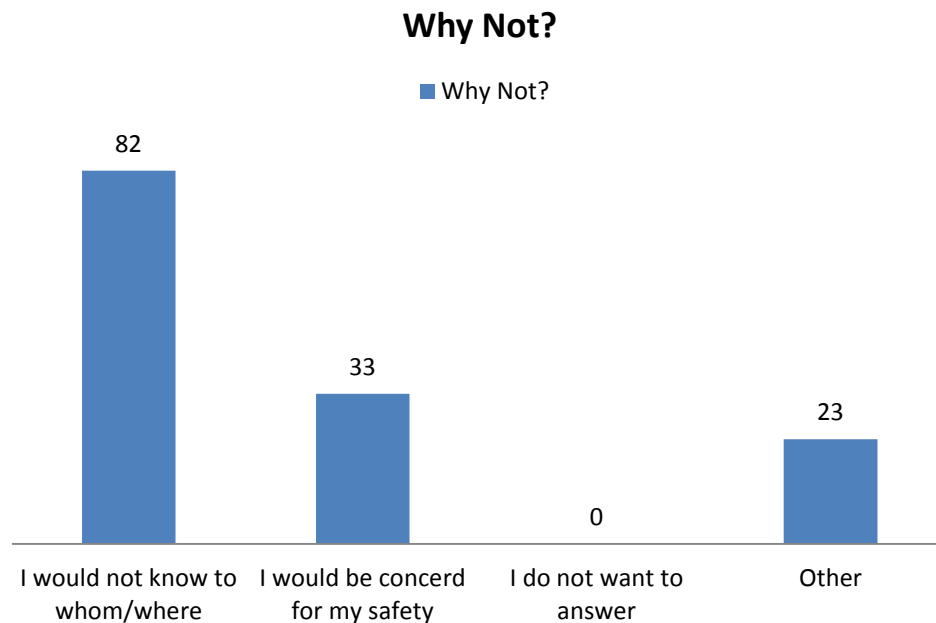
However, it is concerning to realize that an estimated 17 % of those having witnessed CST believe that reporting it would not make a difference. This is why more emphasis should be put on developing ways to report it, and moreover to inform the public about those ways. It was discussed in chapter 2.3 that offenders of CST can be prosecuted in their home countries or at the destination where the offence happened. Therefore could it be said, that if the public would become aware of the prosecution ways, perhaps they would be more encouraged to report it? Even though it was said in chapter 2.3 that ECPAT recommends prosecutions to be executed at the destinations, it is understandable that the public has more trust in the ‘western police’ and would thus feel more confident to report them to the offenders’ home countries.

Those respondents who claimed never to have seen prostitution involving minors were asked whether they would report it if they were to witness it. Out of those, 59 % (N=131) said that they would do something about it and 41 % (N=92) said that they would not do anything about it. Figure 13 demonstrates that the majority of males (53,2 %) said that they would not do something about it, whereas the majority of females (83,2 %) said that they would do something about it.



**Figure 13.** Whether those who have never witnessed prostitution involving minors would do anything about it, if ever witnessing it.

Those who replied ‘No’ were asked to specify; why? The author had provided four (4) alternatives, from which one was an open field, where the respondents could share. Figure 14 demonstrates the distribution of the responses.



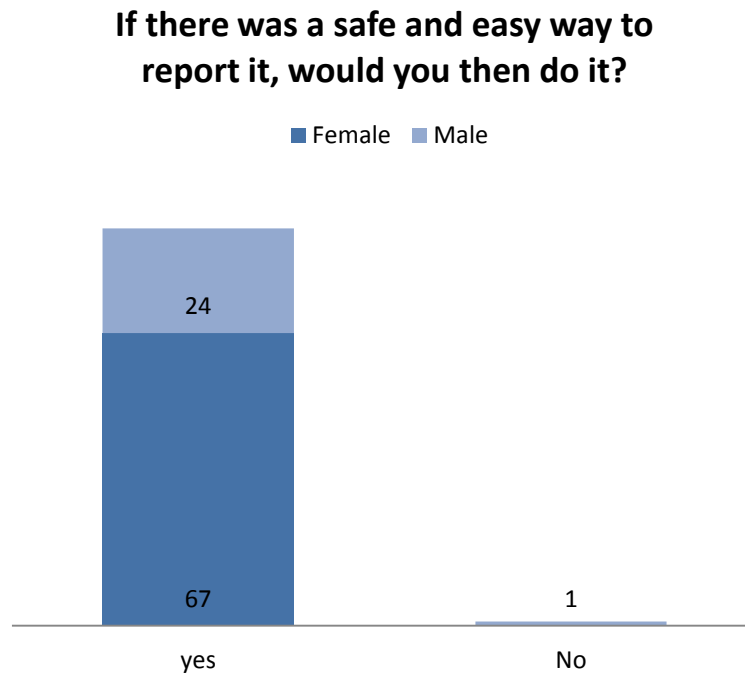
**Figure 14.** Reasons for not wanting to report prostitution involving minors.

59 % (N=82) who said that they would not report it chose the reason: “I would not know to whom/where”. The second option, ‘I would be afraid for my safety’ was chosen by 24 % (N=33) of those who said not to report it if ever seen. In addition to this, 17 % (N=23) chose the option of ‘other’.

What the respondents wrote on the open field of the option ‘other’ is very interesting; their attitudes resemble those attitudes of the respondents having seen CST, yet claiming not to have done anything about it. The majority of the responses in this question as well, included the phrase “it would not make any difference”. Furthermore the respondents described how they would never trust a local police. It was also stated that the phenomenon is well aware at some destinations, yet due to corruption nothing can be done. Likewise it was again brought up that CST often involves organized crime, and therefore reporting it could cause serious problems.

The respondents answering to the latter question were also asked if they would report it if there was a safe and easy way to do it. Figure 15 shows positive results: the majori-

ty (99 %) said ‘yes’. This is an important finding, as it shows that young Finnish travelers in this research would be willing to report sight of CST, even if the previous results showed that there are many who do not believe it would make a difference. Therefore, if a safe and easy way to report CST existed and the public would become aware of it, more sights could be reported and it could those be proved that it indeed would make a difference.

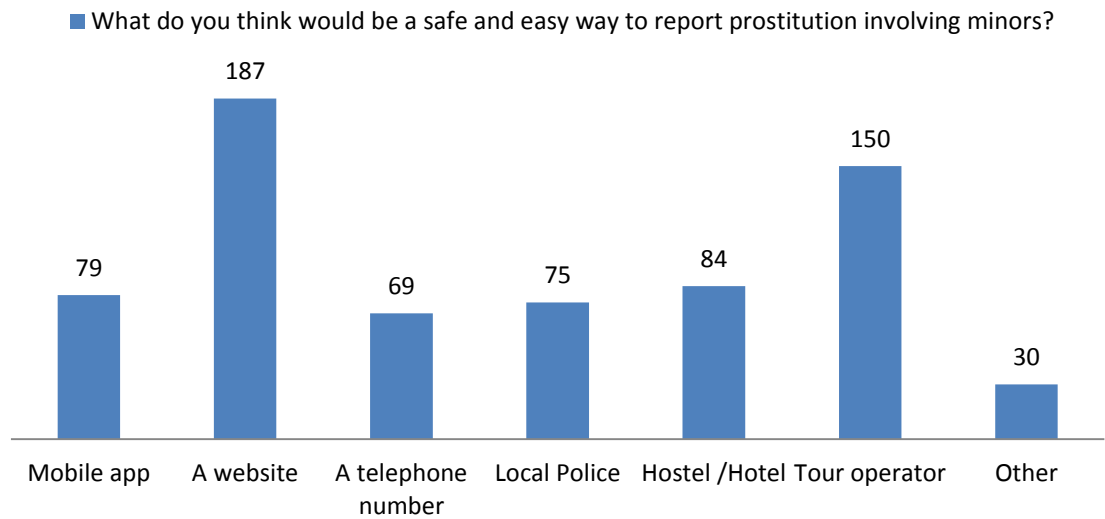


**Figure 15.** Would the respondents report CST if there was a safe and easy way

Determining what would be a safe and easy way was asked from all respondents. The author provided seven (7) options that again included an option of ‘other’. The author allowed the respondents to choose as many options as wanted. The results are demonstrated in figure 16.

The easiest and safest way according to the respondents would be a website (28 %), followed by reporting it to the tour operator (22 %). The author was somewhat surprised to see that 11 % would still trust the local police, even though previous analyses showed that the level of trust towards the local police is very low. However, it could be seen as the respondents would hope to be able to report to the police, as it would be the most direct way.

## What do you think would be a safe and easy way to report prostitution involving minors?



**Figure 16.** The opinion of the respondents on a safe and easy way to report prostitution involving minors.

Additional, valuable information were provided to the option 'other'; the respondents could freely write other options that were not mention by the author. Out of the 30 options mentioned by the respondents, eight (8) said that a safe and easy way would be to report it to an organization. Furthermore the option on reporting it to an embassy emerged three (3) times. Other options were the police in Finland, an email, the social services and a way that would allow reporting to be done anonymously. In addition to this it was mentioned that talking about the problem in Finland could help raise awareness. Social media and blogs were also mentioned.

## 6 Conclusions

The results of the research showed that term ‘child sex tourism’ is generally well recognized by young Finnish travellers. The research also revealed that the target group could describe CST and furthermore the majority could connect it to developing countries and as being linked with human traffic. However, even though the results showed that the target group knows what CST means, it was most often thought to only happen in Asia, by male and that the offenders are paedophiles. Therefore the author suggests that future campaigns should focus on raising awareness on the fact that CST can happen even in the most industrialized countries and that the offenders can be anyone; male or female, with or without a clinical disorder.

Overall the author could conclude that the attitudes of the respondents were “positively negative”. By this the author means that the respondents all recognised CST as being wrong and unethical in all aspects. However, as the results showed, young Finnish travellers seem to have an attitude that reporting a single case would not make a difference anyway, so why bother? Furthermore results showed that the majority of the respondents would not even know to whom or where to report it. In addition to this the respondents recognized the fact that CST is often linked with corruption and criminal activity, and thus they would not feel safe to report it. However, the results also showed that if indeed there was a safe and easy way to report CST, 99 % of the sample would do it. Therefore the author believes that the commissioner’s campaign will be highly effective, as one of its objectives is to inform the public on how and where cases can be reported.

As a point of view of a tourism student, the author would like to suggest that awareness on the matter should be raised among tourism students, and perhaps even further studies about the awareness of tourism students should be conducted. Just like organizations as ‘The Code’ and the commissioner, ‘Finnish Association for Fair Tourism’, educates tourism professionals, emphasize should be put on educating the *future* professional. Furthermore, the author personally feels that it is essential to recognize the dark sides of one’s industry and how to deal with them. Furthermore if the tourism profes-

sionals (and future professionals) are trained to react on a situation when CST is witnessed, actions could be taken faster and in a manner that would result in the offender getting prosecuted as soon as possible.

To conclude the results of the research, the author believes that an answer was found to the research question **how aware are Finnish young traveller about child sex tourism and what are their thought about it?** The answer is that Finnish young travellers are generally aware of what the term means and can describe it correctly with their own words. They recognize the phenomenon as being wrong, and would participate in preventing it by reporting cases of CST if they would know about a safe and easy way to do it.

## **6.1 My own professional development**

Writing this thesis provided the author with both shocking and interesting information about the negative impacts of tourism. Before starting this thesis, the author was well aware about the positive effects that tourism has, yet awareness on the negative sides of tourism were limited to the environmental factors. The author new about sex tourism and that it might sometimes involve young girls, yet the author had no idea about how extent the problem of commercial sexual exploitation of children in travel & tourism was. In fact, the only information the author had was based on a single lecture by the commissioner. Therefore the thesis writing process has been educational and enlightening.

The author was surprised on the amount of literature that was found on commercial sexual exploitation of children and child sex tourism. The library of HAAGA-HELIA University of applied Sciences provided the author with a lot of books on sustainable travel & tourism that more often included chapters on sex tourism and child sex tourism. Furthermore, in the beginning of the thesis process the author contacted ECPAT International for information; several links to publications were provided to the author. Furthermore the author found several relevant academic articles online that were a great benefit.

The author also followed the news and social media in order to stay up to date on any recent cases related to CST. Information about the campaigns 'Bring Back Our Girls', 'Don't look away!' and 'It's a penalty!' was updated constantly, ensuring that all information about those campaigns is very current. Furthermore the author aimed to get as recent data on numbers as possible, yet in many cases of CST not such data exists, as has come cleared throughout the thesis.

The goals of this thesis were met through the research; the author managed to find an answer to the research question and valuable, additional information was able to collect for the commissioner. Not only did the author herself learn a lot about CST, the author also believes that those 340 respondents are also more aware about how current the issue of CST is, and moreover know that it exists. Overall the feedback from the research surprised the author; many respondents contacted the author and appreciated that the issue is been brought up. These respondents understood that CST is a *tabu* that needs to be confronted. Furthermore inquiries about the results were addressed, meaning that the public is interested on knowing more about the matter.

The author is thankful to all those who took part in completing the questionnaire. As such a study has not been conducted in Finland before, every single response was valuable. The campaign of the commissioner, Finnish Association for Fair Tourism, will certainly yield results in raising the awareness in Finland of child sex tourism, as Finnish people seem to understand the importance of preventing it. It might take a long time before numbers of sexual exploitation of children in travel & tourism decrease, yet all travellers should understand, that individuals can indeed make a difference by reporting sights of child sex tourism.

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# Attachments

## Attachment 1. Finnish Questionnaire



### Lapsiseksiturismi nuorten suomalaisten matkailijoiden silmin

Hei!

Olen kolmannen vuoden matkailualan opiskelija HAAGA-HELIA Ammattikorkeakoulusta, Porvoon Campukselta. Opinnäytetyötäni varten teen tutkimusta siitä, miten tietoisia nuoret suomalaiset matkailijat ovat lapsiseksiturismista. Opinnäytetyöni toimeksiantajana toimii Reilun Matkailun Yhdistys, ja tutkimuksen tarkoituksena on kerätä heille tietoa joka edesauttaisi heidän työtään aiheen tutkimuksessa. Pyytäisin, että käyttäisit muutaman minuutin kyselyn tekemiseen.

Tällä hetkellä lapsiseksiturismi on asia josta ei haluta puhua. Panoksesi avulla pyrimme saamaan asialle huomiota ja löytää keinoja taistella ilmiötä vastaan. Osallistumisesi on täysin vapaaehtoista ja voit keskeyttää kyselyn halutessasi. Vastaukset käsitellään anonymisesti eikä henkilötietoja kysytä missään vaiheessa. Kyselyn tekemiseen ei mene kuin muutama minuutti.

Jos sinulla on kysyttävää aiheeseen tai kyselyyn liittyen, voit ottaa minuun yhteyttä:  
sara.calderon.nurmi@my.haaga-helia.fi

#### 1. Sukupuoli \*

- Nainen  
 Mies

#### 2. Ikä \*

- 18-20
- 21-24
- 25-28
- 29-31
- 32+

3. Miten usein matkustat ulkomaille? \*

- vähemmän kuin kerran vuodessa
- 1-2
- 3-4
- 5+

4. Oletko koskaan kuullut termistä 'lapsiseksiturismi'? \*

- Kyllä
- En

5. Miten ymmärrät termin? \*

---

---

---

6. Oletko koskaan ulkomailla matkustellessasi nähnyt alaikäisiin kohdistuvaa prostituutiota? \*

- Kyllä
- En
- En osaa sanoa

**7. Missä maassa? \***

---

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---

**8. Miten toimit tilanteessa? Kerroitko asiasta kenellekään? \***

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**9. Jos ulkomailla ollessasi näkisit alaikäisiin kohdistuvaa prostituutiota, tekisitkö asialle mitään, esimerkiksi, raportoida?**

- Kyllä  
 En

**10. Miksi et? \***

- En tietäisi mihin/kenelle  
 Pelkäisin turvallisuuteni puolesta  
 En halua vastata  
muu, mikä?

\_\_\_\_\_

**11. Jos olisi olemassa helppo ja turvallinen tapa raportoida alaikäisiin kohdistuvasta prostituutiosta, ilmoittaisitko?**

- Kyllä  
 En

**12. Mikä on mielestäsi helppo ja turvallinen tapa raportoida lapsiin kohdistuvasta prostituutiosta? \***

- Mobiilisovellus
- Nettisivu
- Puhelinnumero
- Paikallinen Poliisi
- Hotelli / Hostelli
- Matkanjärjestäjä

muu, mikä?

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## **The Awareness of Child Sex Tourism Among Young Finnish Travellers**

Dear Participant,

I am a third year tourism student at HAAGA-HELIA University of Applied Sciences, Porvoo Campus. For my bachelor's thesis I am conducting a research about the awareness of 'child sex tourism' among young Finnish travelers.

The thesis is commissioned by Reilun Matkailun Yhdistys, and the results of this survey will be used to gather valuable data that the commissioner would benefit from. I hope you will take a few minutes to complete this questionnaire. Without the help of people like you, research about child sex tourism could not be conducted and the phenomenon would continue to exist as a tabu.

So I ask you to complete the following questionnaire, it should not take longer than five minutes. Your participation in this study is voluntary and you may refuse to participate at any time. Your responses will be processed confidentially and anonymously, only group data will be made available.

If you have any questions regarding this survey or my thesis, feel free to contact me:  
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Thank you for your time!

### 1. Gender \*

- Female
- Male

### 2. Age \*

- 18-20
- 21-24
- 25-28
- 29-31
- 32+

3. How many times do you travel per year? \*

- less than once a year
- 1-2
- 3-4
- 5+

4. Have you ever heard the term "child sex tourism" before? \*

- Yes
- No

5. How do you understand it?

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6. While travelling, have you ever witnessed prostitution that might have involved minors?

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- Yes
- No
- Not Sure

7. In which destination?

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8. If you were to witness child prostitution while traveling, would you do anything about it (report it)? \*

- Yes
- No

9. Why not? \*

- I would not know to whom or how
- I would be concerned for my safety
- Both of the above
- I do not want to answer

Other

- \_\_\_\_\_

10. If there was an easy and safe way to report it, would you do it? \*

- Yes
- No

11. In your opinion, what would be an easy and safe way to report it? \*

- Mobile application
- Toll free number
- Website
- Local police
- Hotel/Hostel
- Tour organizer

Other, what?

- \_\_\_\_\_