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Human Trafficking and Tourism Case: Thailand in the Media

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Human Trafficking and Tourism
Case: Thailand in the Media

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This thesis is published and evaluated in May 2015. The subject of the thesis is the connections between human trafficking and tourism, the case being sex tourism in Thailand and the media observations regarding it. The goals of the thesis are to clarify the subject from multiple points of views and make a structured analysis of the past, the present and the future of the matter. The methods used for the thesis are the following; qualitative approach to evaluate the structured media observations, statistical analysis and interview material. The research material varies from statistics from multiple sources to different media observations to interview material. The results of the thesis consist of the structured analysis of media and its impacts, evaluating existing good practices and viewing a holistic picture of the case.

Reetta Aliina Heikkinen

Human Trafficking and Tourism Case: Thailand in the Media

Vuosi 2015 Sivumäärä 45

Tämä opinnäytetyö on arvioitu ja julkaistu Toukokuussa 2015. Opinnäytetyön aihe on ihmiskaupan ja turismin väliset suhteet. Thaimaa ja seksiturismi ovat opinnäytetyössä tapaustutkimuksen kohteena median havainnoinnin kautta. Opinnäytetyön tavoitteena on selkeyttää aihetta monesta eri näkökulmasta muodostaen jäsennellyn analyysin menneestä, nykyisestä sekä tulevasta asiaan liittyen. Menetelmät opinnäytetyössä ovat seuraavat: kvalitatiivinen lähestymistapa jäsennellyn media havaintojen arvioinnissa, tilastoanalyysi sekä haastattelumateriaali. Tutkimusmateriaali koostuu useasta lähteestä kerätystä statistiikasta aina erilaisiin media havaintoihin sekä haastattelumateriaaliin. Opinnäytetyön tulokset koostuvat jäsennellyn median sekä median vaikutusten analyysistä, arvioiden jo olemassa olevia hyviä käytäntöjä sekä esittäen kokonaisvaltaisen kuvan tapaustutkimuksesta.

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1 Introduction

Sea, sun and sex; more and more tourists worldwide are looking for a holiday that includes much more than it is possible to be seen on the brochures of the destination. Some of these holidays are so well enjoyed by the tourists that the goods and sensations encountered are so precious that one would be more than excited to have them at home too. After a nice holiday many home returning travelers like to try to relive it by having local food of the destination in a nice restaurant or even learn to make it by themselves. Some may choose a Thai massage in the home town after a delightful vacation in Bangkok. Most of the time it is innocent and brought by positive feelings of the world opening up in front of you as a result of travelling. However, these experiences are not always chosen because of respect to the other culture and its members.

This thesis researches the grey areas of tourism industry, the consequences and the boundaries between respectful interaction with different cultures and the line that is sometimes crossed into exploitation, abusive and disrespectful actions towards other human beings and all the way to the blatant forms of human trafficking. The thesis will explain and study the use of words and their definitions such as human trafficking, modern day slavery and exploitation.

The subject is a worldwide problem and it touches all of the industries associated with tourism and all the business operators inside the tourism field need to take into consideration in their business plans in a way or another to make it sustainable and not an easy target for the illegal industries intertwined together with tourism. This thesis will also look into the ways and means of different operators to recognize and handle the issue if not directly inside the business then by creating an environment that does not encourage such need for behavior that is a reason for the criminal industry of human trafficking to exist.

This thesis will show and illuminate existing good practices to fight against the grey areas of tourism and the major ambition of this thesis is also to create a holistic picture of the themes that are not familiar to the regular customer of tourism businesses. There are various organizations dealing with the subject and for example questions about the image of a business created by advertising of all kinds and how could it be able to change attitudes and even when digging deeper, how can this theme be used for the benefit of everyone operating on a legal side, from a tour organizer to a massage service in Thailand.

Finally, the third theme is the media and the ways that the different media picture the problem. The gray areas between rough outrageous human rights oppressing illegal business of human trafficking and an innocent looking dating services online will be also studied in this thesis. The focus will be pointing towards Thailand, which as a destination has more aspects

than just being one of the most popular and astonishing tourist destinations in the world. Seeing through the causes and consequences of historical and cultural pull factors of the country and the situation of sex industry for the past decades and how the future of it looks like. Who is a criminal, who is a victim? In many cases the boundaries are not clear and helping someone who does not need help can be considered as patronizing and in itself can create polarization that is not beneficial for either party. In the conclusion of this thesis the main target is to make the subject clearer and to find solutions for a problem that is as multi formed and complicated as every person involved are different and see their own situation in a certain way. Is it right to tell a prostitute that she or he is a victim of human trafficking no matter if the business is legal or not? How does it differ from that situation when a Finnish man brings home a Thai wife from a holiday with no shared language and the woman being completely dependent on the man financially? Ethical perspective will be a starting point for this thesis where structured media observations are the basis for the research. The method used by this thesis is qualitative and it is based mostly on the media observations and a justified moral-ethical approach to analyze the contents.

2 Moral and Ethical Approach to Research

The subject of this thesis is multi-disciplinary and touches many fields from media studies to political and social sciences. It touches the life outside the academic world as the issues are practical and concrete, dealing with actual human lives and the aim of protecting them. Human trafficking is a wide issue and a concern of everyone regardless of the industry or country. Due to the circumstances it has always been in a close relationship with the field of tourism and all traveling if not international then at least domestic. The subject of ethics is the base of all science and research and recently it has become more essential to be aware of in the tourism industry as well mostly because of the pressure of sustainability in all industries. Also, such phenomena as racism can be linked to human trafficking when studied from the ethical point of view. Ethics and morals are the base of human interaction and societies. Moral codes guide the behavior in communities from micro level to macro level as well as the forms of a foundation for laws and legislation nationally and internationally. Scientific and academic research is based on ethical principles and without ethical aspect the no research would be acceptable.

2.1 Ethics and Research

As stated before, ethics is one of many preconditions for academic research and science. It is also a subject of research and generally as a part of social and moral philosophy. Olli Loukola is a Finnish professor in Helsinki University. Loukola has written about the goals of ethical

argumentation and thinking. The main point according to Loukola is the goals of making the ethical statements and ideas more clear and easier to understand. Concept analysis comes here as means of reaching this goal. Definitions can vary according to the issue or the use of the concept and that is why the ethical terms need to be defined as accurately as possible to even study the ethical issues. There are moral demands related to the subject of the thesis as well. For example, a moral demand could be a statement that says how it is morally wrong to travel to Thailand and buy sex on the street and it should be stopped in any possible way. There are multiple ways to back up this kind of statement. Easiest way is to say that it is illegal in Thailand to prostitute. But is it enough? Law and ethics are not synonyms and it is possible to have a law that enables morally wrong behavior or vice versa. That is why the statement has to be taken into a more detailed study. The moral statements have to be critically examined by testing the truth, justification and adequacy by argumentation. (Loukola, 2011).

The next step according to Loukola after this kind of examination where the subject has been made clear with no doubt is to develop it further. In this development the main purpose is to gain a holistic picture of moral thoughts and principles. In the thesis the main goal is to see if it is possible to make an estimated and justified examination on the subject that is so multi-formed. For example, the morals and ethics of media and the image it distributes for its audience about the matter of sex tourism from Finland to Thailand. Making a trip to Thailand and having sex with an undeniably underage boy or a girl can be made as a joke in Finnish and Western media, especially in the social media but in traditional and official media as well. Often in this kind of humor the words chosen are not straight forward or illegal in any way, but the moral side of this socially quite accepted type of humor is questionable. The moral principles behind this kind of media statements are thin if existing at all. The responsibility of moral statements is to clear out the links and roles in the lives of people. (Loukola 2011).

The last section of examination is to form some kind of a moral guidance. In other words it could be said as an aim for moral common good by improving our views on what is important and essential in the relationships of people, in this case internationally, and what are the most effective ways and means of reaching this kind of goals. According to the author it has to be written into a moral code of journalism and possibly it should be examined how the responsibility of a person who shares or creates contents to the social media has to have a responsibility of same sort than the professional journalists have. Of course it needs to be understood that it is not easy to give sanctions to private persons unless they break the law. (Loukola 2011).

It could be possible to develop each social media a responsibility by making all of the customers, users of social media more able to stop a harmful content easier. There are ways to report contents but how many of the consumers of social media are aware or actively interest-

ed in doing this. Again, it all comes to motivation for ethical content, which can be gained through raising awareness, which in this case could mean taking the humour out of the victims of human trafficking or prostitution how satirical or self-ironic it could be. Thai prostitution should not be a joke in any form. Loukola also writes about the subject of responsibility that is often taken out of one's own shoulders and shifted into another's shoulders, such as gods, fate, fortune, luck or even a neighbor. Often the responsibility is denied by making the whole thing a joke. (Loukola 2011).

Social ethics in Helsinki University is studied and researched in the Theological Faculty. However, it has taken different paths with science of religion in the early 21st century but remains in the faculty. It is part of the applied ethics which also includes such domains as animal rights, marketing ethics, or even sports ethics to name a few (Loukola 2011). Jaana Hallamaa is a professor of social ethics in the Theological Faculty. According to Hallamaa it is field that is brightening its profile and the need for this kind of research is long due. She claims that in contrary to the research methods in social and moral philosophy social ethics takes a different approach. Traditional ethics in social and moral philosophy approach ethical problems and subjects from a conceptual point of view starting point being in the theory and the critique it has received has been about abandoning or ignoring the real problems of the world. That is why Hallamaa thinks that social ethics is needed. It starts the examination by looking at the world and recognizing the ongoing processes and phenomena and collecting material from the real problems. The study is problem oriented and makes a difference to traditional analytical philosophy. Even though it is a part of Theological Faculty the difference to theological issues is clear. In that aspect social ethics is closer to analytical philosophy by doing research of concepts more than only empirical research like in theological tradition. (Pelkonen, 2006).

The main target of the author is to use this kind of basis for the thesis. Ethical-moral approach to the case study is based on collecting existing material from media and using the methods of applied ethics for the processes mentioned above.

2.2 Law and Morals

What the international and national laws about human rights and legislation on human trafficking claim and how they are interpreted are two totally different matters. The third matter is the morals and ethics that cannot be written in any law since a law cannot be about particular but it has to be more general. Moral issues are always particular. For example breaking and entering is against the law but in a famous philosophical dilemma (Kohlberg 1973) of a person breaking and entering to a pharmacist's laboratory to get medication for his dying wife as the only way to save her life. From particular example like this it cannot be derived that breaking and entering could in some cases be written in legislation to be accepted

if a life depended on it. The case can be examined from a different kind of angle though. Could it be morally right and acceptable to steal medicine for a dying person even if it does break an existing law. Could it be morally right and a good thing to do to break a law if needed. It can be argued both ways, but most of the time saving life is a higher moral goal than keeping property untouched by outsiders. Material property can be replaced and harm to material property is always less severe than harm to a human life.

From examples like this it can be seen how law and morals are two totally different subjects even though they do collide in a common speech quite often. It can be said that laws are derived from moral rules. And it can be said that morals are derived from laws. The aspect of opinion is reflecting one's personal outlook of life and human being as part of nature. Argumentation for either view can be well-grounded but based on different philosophies of life. The author will not look further into the matter of this principle but since it is clear that the two aspects of human behavior are not synonyms of each other it needs to be examined as a difference. World cannot be defined perfectly, nor can the spectrum of human behavior but it is important to draw lines between law and morals. The grey areas between these two are needed to be understood better since those areas of human behavior and communication are in the foundation of such things as the ethical conduct of media and social media.

According to the author's pro seminar about the grey area between morals and law at the University of Helsinki (Heikkinen 2009) where the author studies the principles of restrictions and limitations of individual's freedom in Civil Code. According to the author the problems are not only in particular issues. The structural justice and its materialization in society is problematic. Many moral codes are intuitively accepted but when using moral right and wrong as a basis in legislation intuitive feelings cannot be trusted without scientific proof. The author examines the theory of Joel Feinberg who was a North American political expert and social philosopher and talked a lot about individual freedom and tolerance and harm to others in his studies about moral limits of the criminal law in several opuses. (Heikkinen 2009).

The criminal law consists of laws that always limit the freedom of individuals. For example, breaking and entering is prohibited of the individuals. According to the author's study the laws that intervene with individual rights need to be especially carefully formed and justified. Liberalistic values expect that individual rights are restricted as little as possible. The so called natural crimes such as homicide, rape and violence are easy to justify in legislation restrictions of individual freedom. However there are laws about so called derivate crimes which include such laws as driving without driver's license or escaping the prison. The difference can also be made between private and public crimes depending on the object of the crime, it could be neighbor, spouse, the state or the environment. (Heikkinen 2009).

The previously mentioned are most often quite clear and easily justified when brought to the legislation and often they form a basis for the society and the state to work. Then there are the other principles for restrictions to individuals' rights. Most often these principles are linked to a target of preventing such things as offense or hurt to others, harm to self or moral harm against others or self. These matters are controversial depending on personal values and ideologies. These principles and justification are and will be a matter of discussion related to the many forms and consequences of international human rights crimes and the media codes.

Making a joke of the victims of human trafficking and publicly admitting crime that has been committed abroad, in this case using the services of prostitutes, is one of these matters that can be seen strictly from the point of view of law which makes it harmless as individual's freedom of speech. But when there is a victim, a human being who is a victim of a crime and also personal offense, or when the victim is a group of people that can be for example, all the victims of sex industry in Thailand, employees of certain bar or club, is it possible these actions are possibly breaking a moral code? Could it be seen as a part of legislation in any form? First of all the legislators would have to find out and make clear who are the victims of the acts. Where is the moral harm, offense or hurt exactly? How would the state benefit from legislation? The relation to the freedom of speech should be made clear and justification to restrict the basis of Western societies where institutional censorship no longer should exist. In Finland there has been a lot of talk about hate speech recently and it has faced a lot of problems in the definition of what it in fact is. A lot of potentially law breaking speech is camouflaged as humor. This means that to avoid consequences, claiming something is humor it takes away the responsibility of what has been said by claiming that when something is supposed to make other people laugh, as a joke, it never is said by harmful intention. This kind of statement is not bulletproof. It is the same as claiming that art has no moral relevance and saying humor has no moral relevance. These as such are moral stands that need to be justified. Very often though in Finnish media these statements are left as such and not properly challenged. It is a wide concern that something needs to be done about these moral grey areas and this thesis will attempt to make the foundations clearer.

2.3 Definition of Concepts and Previous Studies

The aim of this kind of study is not to give answers. The aim of this thesis is to clear out some problems the postmodern society is facing in the times where freedom of speech and individual's rights are more equally and widely spread than possibly ever in the human history. This thesis is dealing with a huge range of different aspects of one subject. Because the aspects chosen by author are wide it needs to be cleared through concepts what the main target, the core of the study is.

Sex tourism is connected to human trafficking by many studies even though there are a very few convictions in human trafficking whatsoever. While prostitution is illegal in Thailand it is a huge business. There are plenty of opinions based on hearsay that claim these girls and boys in sex industry are there because of their own choice, even though it is illegal. It is a common and even respectable choice of career in Thailand when young students want to make more money for shopping luxury brands. This opinion can be seen everywhere. It is unavoidable. Even though it would be a truth, if every single woman, man, girl and boy in Thailand's sex industry would love their job and the life it makes possible because of the good money, can it be argued that being a victim of a crime is actually acceptable, and even a good thing? In this same idea it can be argued that kidnapping children from the school yard would potentially be a favor for them. The parents of the kidnapped children could finally rest well and have a holiday without children, maybe they did not even want children in the first place but got them only because of the pressure that we get from the society. The kids could become happier as well after the kidnapping. They could possibly get candy everyday which is probably every child's dream come true. How do these two examples differ from each other? If there is a law that has a clear victim, a kidnapped child, or a prostitute, how can it be seen as morally right?



Picture 1. Cartoon in the Helsingin Sanomat Newspaper 1.4.2015. (Jarla 2015).

This is why Thai prostitutes will be seen as victims of crime in this thesis. Most likely there are a lot of so called self-employed sex workers as well but as often in criminal businesses there are not so many freelancers but it takes a lot of hierarchy to control the business because of its illegal status. The sex workers do work for someone, and even if they did not they could be seen as victims of crime as well as criminals. As seen in Jarla's comic strip (picture 1) from the Finland's number one newspaper Helsingin Sanomat (Jarla 2015), the image of Thailand is so widely accepted that this kind of humour with no explanation is not possible to misunderstand. It refers to sex tourism. The beer drinking character has arrived from Pattaya in Thailand and tells the viewers that the trip was all inclusive. In the last section he laconically states how he got all the diseases. Because of the common atmosphere and cultural context the viewer knows it does not mean a flu or malaria. The association is in sexually trans-

mitted diseases that are associated with prostitutes and using the services of them. For some people this strip can be funny, as a word play where all inclusive holiday would mean all diseases as well as lunch and dinner included in the price. The character has a history in Jarla's comics so the humor is also about the character that travels to Thailand to use services of prostitutes. The premise of this kind of humor is however, in the fact that traveling to Thailand and illegally buying sex is funny. It has comic value. Could it be that this kind of view about what is funny could potentially lead into more dangerous deductions? Is this kind of humor racist in the core? Is it acceptable to see international human rights issues comical?

Through deeper media analysis by structured media observations the author will attempt on seeking answers for these questions. The responsibility in international matters is shared as well. If and when the police in Thailand is corrupted and can often even support the illegal industry behind the scenes, the social responsibility in corrupted environment does not vanish. When the law is corrupted the moral aspects still remain. That is the grey area involving sex tourism and human trafficking. The global campaigns, international organizations and locally operating tourism related organizers share a huge load of this responsibility and the attempt on raising awareness is one of the most important matters in hand. This thesis will study the relations and importance of each factor by collecting material in form of statistics as a basis which is a part of the results of this thesis but also the means of reaching the meaning behind them, media observations to create a holistic picture of the current situations and analyzing the methods of existing problem solving as well as looking into the detail of current good practice and the future of socially sustainable development in the area.

2.4 Problems in Research

It is simple to report the existing laws and past cases of interpretation of laws. From 'is' cannot be derived 'ought', though. The moral conversation is forever changing environment of political and social speech since every generation has to meet new problems. The main issues the new generation meets today are related to globalization and the simplicity of movement both in physical way because the fastest way of travelling by flying is becoming cheaper and more accessible by nearly everyone. Internet and online connections are not only connecting individuals in different places like the invention of telephone did. The life online connects cultures, whole ways of living and also doing business, both legal and illegal. Online dating services are seen as innocent fun that can lead to pairing which has always been one of the most important targets of all human interactions.

Internet has brought a lot of problems to postmodern societies. The borders of countries have lost some of their meaning, and national legislation needs to face that fact. In Europe the European Union is making an effort on many fields by having a congruent legislation. United

Nations has been doing this for a lot longer in almost all countries of the world. Researching moral questions beside the law always brings more challenge and requires very careful and accurate analysis with possibility of not finding bulletproof results but only making the subject clear and giving the meaning of the words used. When the examined subject is extensive consisting of different aspects the comprehensive result is harder to reach. In this thesis the examination is not result-oriented as such. Because of the difficulties in this kind of research the conclusions drawn will be painting a holistic picture of the current situation of the issue to give a foundation for a more detailed and result-oriented study.

The problems in media observing are obvious. What is accepted as a reliable medium in an academic research? The online world is full of pseudomedia, in the modern language these are called trolls. First of all when doing a structured research in media it needs to be delimited into a medium that is relevant in its contents to the research. In this thesis social media is also taken into account since ignoring it would impoverish the material to be too unilateral regarding the nature of the subject. However, using social media as a source is highly difficult. Social media is splattered all over and fragmented in a way that creates a task impossible to fully cover. That is why the research will use only material that has gotten attention in some traditional media. That is how the social media can be perceived in a way more structured. The problem in this kind of observation is the same as mentioned above. Anyone can write a blog, the author behind it is not always the person they claims to be and there are examples of blogs that raise the question about the author because of focusing only to advertising of something that could be a sponsor but also behind the whole blog. The online world is full of lies. This makes the research of social media almost impossible and not totally reliable. This is why in the social media observation the author will not use them as sources of any information but solely as indicators of the holistic picture of social atmosphere around the issue by very careful and gentle perceptions and interpretation.

3 Human Trafficking Has Many Faces

What is human trafficking? United Nations Office on Drugs and Crime (UNODC 2015) gives a comprehensive definition as follows: "Trafficking in Persons as the recruitment, transportation, transfer, harboring or receipt of persons, by means of the 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 payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs "(UNODC 2015).

As seen from the quote, the definition is not possible to be given in short sentences or can it not be comprehended in a way that would be explaining all the possible aspects of the criminal acts leaving no gray areas whatsoever. On the contrary, there are forms of blatant human trafficking, and there is subtle, subjective experience-dependent forms of human trafficking. Or is there? In this thesis the main quest for answers is regarding the very gray areas, hard to interpret areas and the areas that can possibly not be objectively judged. The idea is to view the lines and limits that have been drawn not only inside the legislation but inside the cultures that are being looked into with as objective eye as much as within the culture it is actually possible. Legislation is the bottom line even though it is open to interpretation as itself depending on the case. There are cases that never get to be called as acts of human trafficking and probably do not meet the standards of a crime in any way but can still be found under such definitions as abusive or exploitation. Sometimes the crime is not called human trafficking if the working conditions are poor but the person has freely chosen to for example move to another country for the hope of good money to send home for their family. When the aspects of human trafficking are not met here, does the matter become less a question of human rights when the problem is for example too small wages and breaking the Employment Contracts Act.

As an example of a case considered as human trafficking in some opinions YLE wrote about Thai berry pickers and the berry company Ber-Exi in Saarijärvi, Finland in September 2013. According to the article the Thai workers and Finnish employer did not get the question about working environment settled and the charges against Ber-Exi were dropped concerning matters of human trafficking. According to the Finnish legislation these berry pickers are not regarded as employees of the company they pick berries for nor as self-employed. This has led to a peculiar situation when they are considered as persons who use the Finnish freedom to roam, or everyman's right as straight translated from *Jokamiehenoikeus* term in Finnish. To put it simply, for many operators they are considered as tourists. (Nuotio 2013).

Akava, a trade union confederation of affiliates for highly educated people, stated in March 2014 that these Thai berry pickers should get a status of being employees and legal contracts should be provided by the employer to approximately 4000 seasonal pickers, of whom most are Thai. This would stop the underpayment of the workers immediately since otherwise the human trafficking charges against the employee would be valid in legal sense again. Today, in 2015 the situation of wild berry pickers is slowly changing to better and the most positive aspect of the matter is the enthusiasm of the supporters of the Thai wild berry pickers in Finland and the common will to make things better for them in the best interest of the pickers as well as the best interest of Finland as a nation that takes care of the workers and is willing

to keep the image of a country that fights all human rights violations it confronts in more and more work based mobilizing global environment. (Jokinen 2014).

This is a good example of a case that has not filled the criteria of human trafficking in the legislation. These phenomena are new and the legislation is not up to date in many parts of globalization and the issues it brings with itself. Changing the legislation is a long process that always starts with pointing out a problem and continues with general discursion that is highly determined by the media and where the spotlight is pointing at. The case of the berry pickers could have been left as it is. 4000 Thai tourists annually coming to Finland and instead of sightseeing they roam the forests for berries and casually decide to sell them to a company that happened to invite them to Finland since it is an excellent opportunity for tourists who enjoy nature. Because of the great attention the case has gotten from many sectors in media and politics the case has been taken seriously and as a recurring phenomenon that has to be written in the Finnish legislation by definition. This case never got the status of human trafficking. Unfortunately this example is not one of a kind. Definition of human trafficking shown before would imply that the case of Thai berry pickers would be a clear example of breaking a human rights in form of human trafficking. False recruiting with a threat of deception leading to exploitation where the situation forces these individuals to work underpaid with no rights to get by in a country they indeed did not come to as tourists. From this case it is easy to be seen that the international laws and human rights enactments lose some of their power when the national legislation is not on the same line with it and even clashes with it. (Helsingin Sanomat 2015).

According to a completely different case of human trafficking accusation recently on the papers and the conversation it has brought to life about the laws and the convictions according to it, in Finland it is apparently such a rare type of crime that there are very small number of cases around it. There has been approximately 10 cases of human trafficking or aggravated human trafficking which most of them have been cases of sexual abuse in some form. The legislation being relatively fresh and existing only for about 10 years the conviction rates have been small. It is possible to get a sentence of 4 months to 6 years of human trafficking and 2 years to 10 years from aggravated human trafficking. None of the existing convictions were higher than the half of the maximum sentence. (Helsingin Sanomat 2015.)

3.1 Statistics Review

The problem is not only here in Finland. According to the studies, all the countries of the world need to face the fast growing illegal industry of human trafficking in a form or another. In many countries there is no, or very few, convictions given under the name of human trafficking which gives the industry an open road for expanding and creating more and more ways

of exploiting other human beings for business. According to the United Nations Office on Drugs and Crime (UNODC 2014) and the case data base started in the 2011 shows how low the rate of convictions actually is worldwide. In 2012 it was revealed that in the 16 percent of 132 countries there was no record on the human trafficking convictions. 23 percent of them had 1 to 10 convictions recorded, and looking back at the records here in Finland, it is situated in the 23 percentage group. Undoubtedly this is not a consequence of a non-existing problem, and the main purpose of this database and other actions of UNODC is to increase the knowledge and capacity of the states to be able to recognize and punish the crimes of human trafficking (UNODC 2014). Majority of this kind of criminal business is happening underground and the individuals and nets of operators behind it are highly skillful in covering their actions. As a crime it is in some way mystified by the old form of slavery and yet societies fail to understand how the industry is spread throughout the world. The numbers of victims indicate the scale of this problem and it is needed to keep up in the development to prevent these crimes.

In April 2014 the database still looked empty giving the whole wrong idea of the problem in hand. When one scrolls down to see the data about Finland, in spring of 2014 it showed the total of 8 in cases involving human trafficking. Some of the countries, such as Argentina and Brazil are in the lead of the conviction rates while the numbers are not high per se. The case study country of this thesis, Thailand, had the total of 13 convictions in human trafficking in the year 2014. The cases in Finland have mostly been of 2 different types. 5 of the convictions were about sexual abuse or prostitution. In these cases women were forced into sex with clients for no money, or tricked to sex by threat of violence or for example in one case for a fabricated debt. The rest of the cases were convictions in forced work and labor for no money, or a low “trainee” salary that conflicts the Finnish laws of minimum wage. These are the typical human trafficking convictions in Finland (UNDC 2014).

A large part of the definition is under interpretation. For example, ‘an invitation’ can be a dressed up version of the term ‘recruiting’? Can it be called ‘transporting’ or ‘transferring’ of persons when the individuals have bought their own tickets? When is labor forced when it seemingly is done by own choice but without participating in labor given the conditions of living would be unbearable? Referring to the matter before, it will remain to be seen what happens when the stricter legislation and work force rights for Thai wild berry pickers are taken into action and how these statements will be interpreted then. When the minimum wage is the starting point for each worker regardless of the nationality the invitations of these berry companies could be directed more to the locals instead of work force abroad. The latest news about the situation of foreign wild berry pickers is a letter of intent (aiesopimus in Finnish) which was published on 3rd of March 2015 and which was made between the Finnish berry companies and the Ministry of Employment and Economy. This letter of intent was

made to clear the rights of the foreigners as well as the employers but it did not include any contents regarding the contracts and position of the employee as such since it would have required changes in the current law. It will be left to as a matter of future how the rights of Thai pickers will materialize. (Mainio 2015).

3.2 Modern Day Slavery

Modern day slavery is a commonly used term. Often it has become a term for nearly anything by being used relatively loosely and that is why it has to be cleared and made known for what it actually stands for in the fight against human trafficking. According to the International Labor Organization (ILO) there are about 21 million men, women and children working in conditions that can be defined as slavery. This number includes approximately 4.5 million victims of sexual exploitation. Work force is mostly exploited by private sector but also by state or operator with a similar status. The sectors of forced work are mostly domestic, agriculture, construction, manufacturing and the entertainment sector (ILO 2015).

The numbers are harsh and unavoidable. Anti-Slavery International is an organization with a long history. It was founded in 1839 which makes it the oldest human rights organization to fight against all forms of slavery. Slavery is often pictured as something historical, slaves built the pyramids in Egypt and slaves invented the genre of blues in music while working in the cotton fields in the United States of America. Indeed this is correct, but the romanticized and outdated image is mostly known through art of various forms. The cold fact is that a movie of an African slave in 19th century USA does a major disservice to the 21 million individuals who suffer from modern day slavery. Often one can hear the words “When the slavery was ended in 1865” continuing with something that gives an impression of a world as a better place with no unjustified injustice completely forgetting the current situation all around the world. (Anti-Slavery 2015).

According to the organization Anti-Slavery International there are various forms of slavery and the problem is worldwide, covering every country. The characteristics of modern slavery are the following (Anti-Slavery 2015): “Forced to work - through mental or physical threat; Owned or controlled by an ‘employer’, usually through mental or physical abuse or the threat of abuse; Dehumanised, treated as a commodity or bought and sold as ‘property’; Physically constrained or has restrictions placed on his/her freedom of movement.” What makes the definitions complicated are the definitions of definitions. For example in the first part where a definition is to be forced to work - through mental or physical threat it would make a never-ending list of single experiences with a common factor of an offer you cannot refuse. How personal can these threats be? In a case where one’s life and wellbeing is threatened it is quite simple to point out the threat. However, if the threat is cumulated pressure of society,

relatives and culture, where can the line be drawn about the force of a threat and the quality of it?

The second one looks easier to define, to be owned by someone is never right since all single persons have the right to own their own body and self, but the second part about being controlled by an “employer” again by physical or mental threat leaves questions open.

The third part is about being bought or sold as property, being dehumanized. It implies quite clearly to any definition of slavery there has ever been where individuals are being bought and sold on a market (open real markets in the history and some rare case today, often hidden black markets these days, possibly operating online) and leaves no question about that. However, modern dating, a new, online-based activity that operates in many areas, from highly questionable escort services to very little threatening innocent dating services such as asiandating.com or thai-matches.com. These are google advertised online dating pages that are just the tip of the iceberg. There are loads of these sites that are created for a need. It is a fact that in Finland there are more and more men who decide to abandon the Finnish women for life and seek for something more exotic. The person who does not know anyone with a Thai wife is a rarity at least in the Capital city metropolitan area of Helsinki and its framing towns.

The world is global and people do marry and start families with foreigners more than in any time of the human history before. However when the internet is full of imaginative “blogs” that are out there to promote a dating service online and it has been made very easy for a Finnish man who does not have the best language skills. The question is the following: can we be sure that none of these online dating services are operated by a group of company violating the human rights by this product? Are there really so many Thai women who want a new life out of their own homeland when there is absolutely no pressure or threat involved whatsoever?

The last part of the definitions goes like this: “Physically constrained or has restrictions placed on his/her freedom of movement”. This is once again a very complex even though simple sounding definition of modern day slavery. Easy to understand are situations where an individual has been locked inside a room or a working place. Not so simple are the situations where a person is not given money to use public transport, where a person has no language skills to call a taxi or go to bank to take care of her personal account. These days when very large part of our personal tasks, hobbies, education etc. are performed through online services, not being allowed to use internet can be seen as restricting of the freedom of movement. Can it be seen as a part of modern day slavery?

There are various forms of slavery these days. Here will be presented different types of modern day slavery in the form that is used by the Anti-Slavery International organization. Forced work in any kind of conditions is the purest and most self-explanatory form of slavery. The possible forms it takes under that umbrella term can be various. According to the definitions of the Anti-Slavery International the most of this kind of work is happening in the fields that require quite intensive and hard working environment. The common factor is the lack of regulation of the fields. For example agriculture, domestic work, construction, all kind of manufacturing often encounter the problem of forced employment. Prostitution and market trading are also taking a huge part of this kind of illegal business. 56 %, all in all over 11 million people of the total of over 20 million, are victims of the slavery through forced work performed in the Asia and the Pacific areas. The rest of the victims are from all continents. (Anti-Slavery 2015).

Bonded labor is the most common type of slavery which means a situation when labor is performed to repay a loan and practically submits the employee to work with no salary or very small amount of money as payment. The typical aspect of this kind of slavery is that the employee defines the amount of loan and the amount of work load that will cover the loan and typically the amounts given are not reasonable or negotiable and it often includes a threat of violence. This form of slavery is highly common in areas where there is a lot of extreme poverty and daily survival requires loaning money even though it means a debt bondage (Anti-Slavery 2015).

3.3 Child Slavery

There is a massive amount of children who have to work for a living in this world. The children are the most vulnerable of people and have no knowledge or the skills to defend themselves at all. They make an easy target for all sorts of criminals and not the least in the human trafficking and slavery where according to ILO there are about 8.4 million children working illegally. Many times the image of child labor consists of a big factory where small and skillful hands make hundreds of sneakers for a western big label. The forms of child slavery are actually in a much larger scale. There is no reason to travel far to see one of the most common forms of this kind of child labor that is not trying to hide itself, on the contrary it is brought visible for everyone, and especially the numerous tourists who are known for generosity especially when they are travelling in a country poorer than their home country. Child beggars or children forced to sell objects such as bracelets or packets of tissues are in fact most of time victims of slavery or at least slavery like conditions. Many times this kind of working is not for benefit of their own but they are working for someone, who can pay them a little amount of money in the best case, but who anyway is employing children illegally and

against the human rights. This kind of phenomenon has spread to most likely all of the countries and is highly visible in the streets of the biggest cities in Finland as well. (ILO 2015).

Not all slavery takes a form of an employment. Child marriage and forced marriage are quite common in some cultures. This socially accepted tradition often leads to slavery like conditions for the victims of this practice who are with no exception women and young girls. According to studies by Unicef (2012) as high number as 11 percent of women worldwide get married before they reach the age of 15. Not in all cases is child marriage considered as slavery if the child has given her consent, she is not under threat to complete for example chores and she has a realistic possibility to leave the marriage if her will would be so. Lack of ownership is a key to describe a marriage that has no slavery like conditions, for both under 18 year old girls as well as for women of any age (Anti-Slavery 2015).

In Finland we do not have clear class division. To be more accurate, in Finland we do not have a definition of a class established, including possibly a profession, income limit, levels of education or any other criteria, which makes many to state there is no class division between people or groups of people. In many studies the implications is not in line with this statement. For example the levels of education of the parents often determine the education their offspring is going to pursue. This is a Finnish example of class division, but especially in the developing countries people born into a certain class, caste, or other group that is exploited as such. Anti-Slavery International calls this kind of slavery descent-based. This type of slavery is maybe one of the most problematic. In many cultures it has long traditions and it has become socially not only acceptable but also as something that could be referred as “natural” or as some kind of “order of nature”. It can often include some form of racism. And in the definition of racism it is a built-in characteristic trait that some people depending on the descent are inferior and rightly repressed in a way or another. The huge development of technology and the devices connected to internet have made the issue of slavery to alter not to replace traditional slavery but to diversify and multiply. (Anti-Slavery 2015).

3.4 Mail-order Brides

The concept of a mail-order bride has been a concept known for wide audience mostly through humorous remarks made about someone who has a wife from a country that is considered as a third world country or more accurately, a non-western country. The concept gives an impression of the 80's and 90's when mail-ordering became hugely popular and the most peculiar objects were sold by picking it from a catalogue and getting it sent to the home door, but in fact this kind of business has a lot longer history starting from the 19th century. In the 2015 when catalogues have passed into the history and every transaction as stated take place online the term might be old fashioned but still very much alive. Only by googling the

words Thai and Wife, one will encounter a numerous amount of different pages that look a lot like dating sites. More specifically these pages look like dating sites that are exclusively for men. What you can find on these sites are women, and they are unashamed on stating that you, as a male will find a wife from here. The advertising is also made very visible online and it can also be very effective. For example, there are “blog” entries to be found that are only for advertising one of the many dating services and when the competition is very hard the most simple and imaginable ways of advertising through experience is very effective in a business that raises a lot of questions amongst people. (Zug 2012).

Mail-order bride as a word is a not the most flattering of all. For some reason it is often perceived as a humorous term and often used in a context of humor. It raises connotations of middle class behavior and it is a good example of a norm that has become socially acceptable because of its popularity. The problems behind the phenomena are very poorly covered in academic research. There would be a lot of questions that need to be researched and one of them is the relationship of the mail order brides to tourism. It is clear that tourism makes this kind of activity more popular and easier to reach with less money and effort. It will remain to be seen if there will be any serious research referring to the matter in near future.

4 Human Trafficking Meets Tourism

Human trafficking is naturally connected with traveling from many different points of views. As was noticed in the wild berry picker case in Finland it can be used as a cover story to hide possible trafficking cases. The link between tourism and human trafficking in this thesis is mostly observed as sex tourism. In sex business there are millions of victims of human trafficking globally and one of the centre points of it is in Thailand where numerous of tourists travel with a purpose of buying sex. It can be argued that all sex tourism supports illegal trafficking at least indirectly.

4.1 Human trafficking in Thailand

Thailand is one of the most popular destinations in the world for tourism. Annually approximately 19 million tourists find their way to the country that is famous for their hospitality and many destinations for everyone, from long beaches to urban nightlife and everything between for single travelers, couples and families with little children. The image Thailand has been trying to create and partially succeeded in the future that has made the number of tourists possible is hiding an ugly truth behind it. According to Reuters the concern for safety in Thailand’s cities has started to rise due to many negative news and articles in recent years. There are problems for example with the taxi companies that operate in mafia-like ways, lots of robberies, fights between tourists and lethal accidents in traffic that have made the news

about the country less appealing than the Thai authorities would like. In the article there are presented an opinion of a misconception where the authorities see the growth of tourism as an indicator of tourists enjoying themselves and lack of problems. Larry Cunningham, who is an Australian honorary consul in Phuket claims that the level of holidays is decreased. The authorities should see this and the opposition politician Korn Chatikavanij in Thailand has also stated how the business around tourism in Thailand has been too opportunistic lacking to see the side effects of tourism and the problems that huge amount of annual visitors bring with them. For example, Pattaya is widely known for the sex tourism these days instead of for example ecotourism that Thailand does want to put an effort in since the eco travelers use a lot of money. The matter of human trafficking is not mentioned as a concern in the article. (HS-Reuters 2015).

The origins of the sex tourism in Thailand are not from that far away in history. It is a fact that it originates from the Vietnam War when Thailand supported the policy of U.S. and it became a popular destination for the U.S. troops to come for a holiday, providing a base for the soldiers. That started the rise of tourism in Thailand and also led to a massive growth in sex trade during the 12 years of American occupation in the country starting in the 1960's. It started a whole new culture that surrounds the sex services still provided these days. (Mason 2011).

The facts on human trafficking and Thailand are not flattering. Humantrafficking.org is a web resource page for combating human trafficking and it gives information on each country and the situation in the East Asia and Pacific and was founded in 2000 for Asian Regional Initiative Against Trafficking (ARIAT) for many purposes. Mainly the purpose is to raise awareness and show country specific information on the multiple issues on human trafficking in the area and to function as a resource for various organizations as well as governments. (Human Trafficking 2011).

The web resource of East Asian and Pacific numbers of human trafficking show how Thailand is a source, transit and destination country for human trafficking. It is statistically a hub for exploitation in the Greater Mekong Sub-region. As a source of human trafficking Thailand has a group of people who mostly are migrants or ethnic minorities and poverty is the key factor in getting a situation where a person becomes a victim of human trafficking. In many cases Thai people are lured to work abroad by recruiting agencies that end up using the person for sexual or work related exploitation because of the debt for the agency. The victims from Thailand are trafficked to various countries in all continents. Thailand is also a transit country for trafficking mostly from east to west, poor countries to countries more wealthy. As a destination most of the victims come from neighboring countries and they are fleeing the poverty in mind the hope of finding work and better life. In estimates there are over tens of thou-

sands of victims brought to Thailand. There is also a huge amount of internal trafficking in Thailand, and the victims are mostly women and children from poverty. Especially women and children from the northern Hill Tribes are in danger as well as the others with no citizenship. UNESCO has stated that the main reason for this is the lack of legal status inside the country which makes the risk of getting exploited a lot higher than for the legal citizens. Also, citizens or not, poverty in the rural areas often can lead to rural-to-urban trafficking in many countries and Thailand not being any exception to that. (Human Trafficking 2011).

Human trafficking that leads to sexual exploitation in any way is a huge problem. Mostly in the case of Thailand it is in a form of sex tourism. Sex tourism in Thailand is a problem not properly addressed and the Thai Government has admitted that there are no laws regarding sex tourism. Prostitution, however, is prohibited in Thailand and the criminal code, and laws for fighting against human trafficking help with the issues of sex tourism as well. According to the resource it is widely accepted that there are fewer Thai prostitutes who have been forced into it than in past years especially when it comes to underage victims. The resource does mention that this is a widely believed opinion, so the truth behind the claim is on very thin ice or possibly even completely without a base. However, there have been several acts to prevent sexual exploitation and child abuse in all forms and apparently some of them have been effective. The problem is not dealt with but the penalties are heavier and the international effort is encouraging. There is less children in sex industry but the child labor is still present in many forms and there is lot of work to do regarding the problem and the causes for Thailand to be one of the most problematic areas. Thailand as a destination is most likely attractive because of the relative wealth of the country. The other reasons that make victims vulnerable are the issues with lack of citizenship, poverty, dysfunctional families and the mixture of the lack of awareness, education and work. (Human Trafficking 2011).

Thai Government has been under a lot of pressure because of the international issues of human trafficking. Anti-trafficking efforts have been made and in the 2010 the Thai prime minister started a six year National Policy Strategy which was a program to develop the state's ability to fight against human trafficking. The government also admitted that previously they had been managing the issue poorly and the new main target was to increase the number of prosecutions and convictions in the area where there is known to be a huge gap between the amount of crime and justice in form of convictions or even arrests. The government also took a goal of training a notable amount of social workers, police, labor, prosecutors and immigrant officials to perform the most basic work needed the effort to be effective; to learn to spot and recognize the victims of human trafficking. (Human Trafficking 2011).

According to the Human Trafficking resource the insufficient data available on categorization of a victim became a problem amongst the others. According to some of the Non-

Governmental Organizations (NGOs) the problems are more widely spread than the government has admitted. The problems that the NGOs listed included aspects like the police corruption that enables the brothels and prostitution and that way supports the human trafficking business, the bad position of immigrant laborers made the process slower, and the political issue of poor monitoring system for the government. The government also did fail in their effort on training the officials to understand the situation and the recognizing of the problem did not seem to be successful. Also the point of view to the crimes did not get to the level of the human rights as it is essential for the full protection and prevention of the victims and future victims to be. The program is a necessary step to take but according to the various NGOs it has not been as effective as it should be and it has been recognized as a poor attempt internationally. (Human Trafficking 2011).

U.S. Department of State's Trafficking in Persons Report (TIP report) in the year 2011 Thailand did not reach high evaluation. In that year the numbers of prosecutions did rise a low amount but insignificantly when looking at the big picture. Thailand still failed to arrest people for human trafficking and when there were arrests the traffickers did not end up to court to be prosecuted and the convictions did not take a higher number up. (Human Trafficking 2011). The situation of Thailand in 2014 has changed slightly. According to the latest TIP report on Thailand has reached a tier 3 level instead of tier 2 like in the year 2011. The report shows how most of the facts in previous years have not changed, however, the traffickers have found new methods in trafficking and the spotting of a victim is not as simple. Also if the case before with the child prostitution was highly visible and alarmingly high profile it has according to the report, become more and more invisible and instead of the streets the child victims of human trafficking and sex industry have vanished from the streets and gone inside massage parlors, bars, karaoke lounges, hotels and private residences. The change in sex trade has been significant because of the social media and the possibilities of higher level of anonymity, meaning that the process of purchasing has become private instead of public and it has brought up the level of secrecy in the business. A big amount of the business happens online and that makes it even harder to spot. (U.S. Department of State 2014).

Another problem is, that Thailand still does not comply the minimum standards on the elimination of trafficking. According to the TIP report Thailand and its government has improved in the collection of data in of all kind of trafficking but the overall law enforcement has not been sufficient in Thailand. The problem is so much bigger in the country that the cosmetic changes and improvements are not worth thanking for. The corruption has not ceased to exist and it creates most of the problems in for example data collecting but in all of the fields that Thailand has been struggling with since the program was started. The list of demands for Thailand to contribute on to meet the minimum of the standards is long and even though Thailand seems to be doing a lot to improve the situation it is hard to beat the corrupted in-

built systems and structures that the country has kept as a norm for decades. (U.S. Department of State 2014).

The author believes that the main key for the larger scale improvements to occur in practice is the basic work on the grass-roots. A way to cut back on sex tourism is to make the business not needed, by cutting the demand. There is a lot of evidence that prostitution as one of the oldest professions is not going to fade away. There are different schools of thoughts about how to fight the problems of sex trade, there are claims on how legalizing prostitution and making it a supervised institution based industry could prevent the trafficking behind the trade. On other hand there are well based opinions on how it would take the trafficking out of the sight even more, and the victims of human trafficking would be in higher risk of getting into worse conditions. The main point in this kind of controversy is the customer's point of view. By raising awareness of the background of the sex worker and the victims of human trafficking, could it be possible to make more responsible sex tourists? If a typical western tourist who travels all the way to for example Thailand, or any other country, to have a holiday that includes sexual services would be more aware of the conditions some of the girls and boys are from he/she would maybe make a more responsible choice? This is a subject that has not been studied in the international aspect. Within some countries there are legal forms of prostitution and some data of the success of it, but in sex tourism from a wealthy country to a poorer one it would remain to be seen since the awareness is not in the level it should be. Most likely the persons who travel responsibly already and are interested in environmental issues and socio-economic sustainability in the destination probably do not buy sex as much.

4.2 Sex Tourism on the Streets

Sex tourism, according to the global code of ethics for tourism, is a form of tourism that involves "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." (Martin 2013). Tourism has made the encounters of people from very different backgrounds a lot more common, most likely in the situation when a western wealthy traveler arrives in the country poorer of the country of departure and the services they use in this country very often provided by a class of people who are not the most wealthiest of their own country. This can very often inside a country and even more while traveling, lead into conclusions and even to a holistic outlook of the world where not everyone are born to be equal. It can have racist aspects but often it can only be socio-cultural norms that become accepted strictly by ignorance. Attitudes and outlooks like this are the cause of any individuals involved in any form of criminal activity that breaks the human rights. Unfortunately tourism in all its forms can easily lead to using these attitudes for profit. (Martin 2013).

Tourists have money and they are willing to spend it. Also, one of the main aspects of traveling is the fact that the traveler is not going to stay in the same destination permanently. From days to couple of months in a destination will in some cases reduce the ethical perspective of a tourist. It can lead to a state of mind that refuses to see the bigger picture and could scale down the sense of responsibility and making one think that what happens behind the scenes is not their business and the mendacious perspective served to a tourist is often too polished. Not all the tourists who in some way come to see different forms of services breaking human rights are doing it on purpose and would not approve it if they were better informed about it. That is the presumption that this thesis is relying on.

Sometimes keeping the eyes open, no matter how blue, is simply not enough in knowing where the money one gives to a beggar or a prostitute goes to. That is why different organizations are needed to enlighten businesses as well as single travelers to gain knowledge of harmful business that supports the traffickers. Sex Tourism on the street supports the traffickers and is in a huge contrary to the belief that all of the girls and boys in sex trade work for their free will.

4.3 Media on Sex Tourism in Thailand

Sex tourism in Thailand is no secret. People love to read articles on exotic destinations and travelling and besides traditional media on TV, magazines and radio there are countless blogs and vlogs on travelling mainly because writing a blog is possible in all parts of the world and finding a WiFi to go viral is easier than it used to be even a couple of years ago. A successful blog can reach thousands of readers almost immediately after publishing and many people use their daily online time on browsing blogs rather than newspapers. As in politics, personal has become political and in media, personal experiences are as relevant information as general newspaper production of articles with ethical codes for the journalists. This can cause an issue on ethical matters. It would be a disgrace to read a travel article in Helsingin Sanomat newspaper about Pattaya where the writer would recommend it for men who seek for sex. The truth behind that article would not be made up or derogatory but it would be against the moral codes of most journalists and publishers. Instead online there are hundreds of blogs, independent publishers and articles to be found if you are a western man looking for a Thai girl, to be a wife, girlfriend or for a one night in exchange for money. There are tips on how to find a good Thai woman or girl, there are tips how to avoid getting caught or getting in trouble with the local authorities or police. There are tips for picking a hotel for a bachelor and finding the best streets with the best go go-girls and clubs. There are whole guides on how to behave in a club and how to make the evening go as smoothly as needed. The goal behind every tip given in these blogs and whole websites is to give the reader all the

knowledge they need for using the services of illegal prostitutes. However, there are numerous of different tips but the aspects lacking are the information on the illegal nature of this business and the fact that many times it is possible to encounter an underage prostitute. There are no tips on how to fight against possible human right violations one might encounter on their trips to these brothels and clubs. In the parts on safety the information mostly is about safety in sex, using protection against HIV and other sexually transmitted disease or triviality such as how to avoid getting surprised by a lady boy. The moral and ethical point of view is deliberately not only forgotten, but made irrelevant as if it would be something external of our society. (Thailand a GoGo 2015).

One example of how the traditional media is handling the issue of sex trade in Thailand is an article in the British highly popular tabloid The Daily Mail with a conspicuous title: “Perversion of paradise: Thousands of British men fuel a vile sex trade in Thailand - but who's really exploiting who?”. The article is typical British tabloid style, conspicuous, bold and provoking. The article is telling about the typical British tourist who travels to Thailand for sex and the scene is described very lively and it explains by detail how in a bar taken as example the process of trading sex for money goes with a warning that the place is not good for bringing your girlfriend or wife to. In the article there are detailed real stories of the life in Pattaya for example including reference to famous criminals who lacked respect for other human beings. The statement this article is making though is that even though the most famous people who used to visit the sex scenery of Thailand the type of tourists seen are ‘normal men’ who are mainly escaping the world of girls at home where on Friday night the streets are full of “brawling, sprawling and spewing girls” opposite to the Thai girls who are well behaving and smiling and looking a lot more glamorous all the time. (Davies 2010).

The Daily Mail is not known for its quality as neutral and objective newspaper but it has a huge visibility and circulation. As a tabloid it is one of the most popular in United Kingdom and very well known outside of the country as well. Because of this, the Daily Mail has a significant impact on lots of people and what it writes, as shocking it is meant to be, is in line with the image that an average person will get on important issues of the world. The relevance of the article above comes from the publicity of it and the sub message behind it correlates with the audience of the tabloid. When the title of the articles is obviously questioning the victim-exploiter set-up of the situation in sex tourism and the article above does not give any kind of evidence how the prostitute in Thailand could be exploiting the tourist, it does not appear clear what the main purpose of the article is. Shock value of the article is significant and most likely the title that has no base in the text is meant for the audience who most likely does want to see the situation as stated. It seems like a simple task to make the victim of a human trafficking to be partially or wholly responsible for her actions and to take it one step further it is easy to turn the tables completely to make the victim look like an exploiter

of the situation. There is space for infinite amount of text online but when the tabloids with such a huge circulation publish articles like above it raises a question of how widely are these statements without a base accepted? It seems obvious how the attitudes and knowledge about the situation is colored with shock value and then the real problems with no glamour at all are forgotten or plain ignored. These kinds of articles show clearly how the work of raising awareness of facts and problems is needed, and most likely not only in Britain but all around in the Western countries as well as in the rest of the world.

4.4 Campaigns Against Human Trafficking and Sex Tourism

There are various examples of organizations and other operators that are working against the many problems of human trafficking. Different campaigns against specific problem, by helping the victims or for raising awareness are getting more and more on air time in different media. Most of these campaigns need cooperation with for example tour organizers. Here the author will introduce three different campaigns from different points of view. One of the campaigns is international campaign making an effort on interstate level, the second campaign is highly commercial with the main purpose on reaching the younger audience for the message, and the third campaign is working on a business level, one of the partners of Tjäreborg in Finland.

First of the campaigns has already been brought up in this thesis. Anti-Slavery International is a campaign working on three levels, local, national and international. They have a huge variety of different projects covering all of the aspects of human trafficking, bonded labor, domestic work and slavery, child slavery, forced labor, human trafficking, descent based slavery and slavery in particularly in the UK projects. The goals of the organizations is to fight against all forms of human trafficking and slavery all around the world with methods that enable sustainable results and focus not only to treating the symptoms but fighting against reasons that generate and contribute to the origins of slavery in the world. Causes and consequences are both under their focus and the approach to the issues is holistic. The main means of fighting against the wide spread problems are divided into five categories. The first step is to collect all possible data on the matters of human rights and bringing them into the daylight and making sure that the public does understand the severity and wideness of the problem and at the same time the main goal is to encourage the public to understand that something needs to be done about them. Second step is to use the previous data and find ways how to fight against them and how to end the abuse in certain environment and through that to share the information with the right institution or government who can take action to execute these actions as well. Third step is to build the local operators more capacity to support the victims of human trafficking and slavery to fight for their freedom inside the country. After that the focus is turned into the communities and individuals who are vulnerable or in danger of getting into a situation where they could become victims of slavery or trafficking and giving them all pos-

sible help so they can protect themselves against it. Finally, raising awareness and through that making the people who have power to take action to deliver as well, very often it takes if not pressure of the public at least the awareness of the public so they can demand action. (Anti-Slavery 2015).

Another kind of approach to the issue is MTV EXIT. There are various different ways to approach the problems of human trafficking. Raising awareness would not be easy without bigger organizations and these days it is taken seriously and even instances such as MTV have done campaigns to raise awareness of human trafficking. MTV EXIT states to be the world's biggest behavior change campaign against exploitation and trafficking (MTV EXIT 2015). It reaches the young audiences and raises awareness on many different areas by recruiting famous artists such as Jared Leto or Placebo to promote the message of freedom to all. As an example, the latter has used a video campaign showed pre show on the tour that gave information about the facts about human trafficking and modern day slavery and what can be done about them. Mostly the main message is to spread the word and make the issue known and impossible to underrate as it often is done in the tourism business as well but mainly pointing the light to the politicians and governments. What MTV EXIT has done is basically one of the aspects of Anti-Slavery International's strategy. To raise the awareness of the public and in this case the public means the MTV generation, the youth and young adults. In other words, the generation that uses social media so well naturally that it does not take much effort to spread a word of something experienced as important. Going viral is one of the most important aspects of the generation that uses social media. This is why the MTV EXIT campaign has been hugely successful, and the artists who collaborate with MTV campaign are from the top of the lists and most famous and influential artists from different genres to cover as big publicity as possible.

According to the MTV EXIT the youth of the world is the most vulnerable to become victims of human right violations of any kind but also they are the one who have the possibility to end it. The youth of the generation are the future leaders and the decision makers in all fields and that is why it is important to bring these matters in front of their eyes on time when they do most likely not think matters as such. There is no better lobbying than the big idol of thousands of people to support wholeheartedly a cause that can change the attitudes by raising awareness. According to the MTV EXIT the results have been quite successful and they have reached 18 countries with concerts, 1,8 million people through live events, 83 million viewers through MTV EXIT programs and 570 community outreach events. The campaign includes concerts, documentaries, music videos of well known artists, and dramas and youth trainings. The main message the campaign is sharing is two folded. First of all, the message for the individual is to learn more and to educate themselves. The second message is to share the knowledge one has gained and teaching others about the facts and also about how to protect

themselves. As a matter that can possibly touch anyone's life it is not something to take lightly. The message coming through a young person's highest authority, someone who is a subject of their admiration, the results in awareness-raising can only be positive. MTV EXIT gives this way the motivation and the means of proceeding. Combining youth education and the social media the campaign is probably one of the most famous of all campaigns fighting against human trafficking. MTV EXIT does international collaboration in various countries and through publicity as a medium it encourages and enables local actions to be taken in the fight against human trafficking. (MTV EXIT 2015).

The third campaign introduced in this thesis is ECPAT International organization (End Child Prostitution, Child Pornography and Trafficking in Children for Sexual Purposes). This campaign became the third example because of the partnership it has with Tjäreborg which is part of the Thomas Cook Group in Finland. More of that collaboration in the part focusing on good practice in tourism industry. ECPAT is a global network that is focusing on protecting especially children and their human rights. As the campaigns introduced before the ECPAT has the same purposes, working on a local and global levels on fighting against human rights violations against children in four different ways. Child prostitution, trafficking of children in sexual purposes, child pornography and child sex tourism are the key elements of the child abuse the organizations is fighting against. The ECPAT is a network that operates in 77 different countries. The ECPAT groups around these countries consist of 85 member groups that vary from bigger coalitions of NGOs to grass-root organizations of good practice. The most interesting part that separates this organizations from others is the work they do on the online world and they have launched a guide for how to "Stay safe from online sexual exploitation: a guide for young people" (ECPAT 2014).

A lot of the ground work to find victims and to distribute illegal material or even sell sexual services happens online and the guide for young people to survive and stay safe is long due. Many of the campaigns do mention the world of internet as an unsafe environment but it is extremely important to create means to avoid dangerous areas online to guarantee the safety offline as well. ECPAT promotes the significance of internet safety and awareness of the risks that children can encounter online and how all the possible needs to be done about such aspects as exposure to inappropriate content, violent images (child sexual abuse material), cyberbullying, sexual exploitation, invasion of privacy and commercial advertising targeted to children by everyone from parents, caregivers, teachers, educators and the way to the governments and civil societies. The children do have a right to freedom of expression and to participate in the online world and that is why all possible needs to be done for safer internet. Because of the generation gaps that exist related to the skills in using the internet and how the world online works this kind of education is not only important to teach to young children but it needs to be made sure that there are enough people in children's lives who

know how to educate them. The education on online matters is for everyone, especially to the adults who did not grow up with internet and therefore many of them do not recognize the risks whatsoever. (ECPAT 2014).

These 3 examples of campaigns against human trafficking and all of the forms of it show clearly that the key element in the fight is the networking and lobbying. The most important thing is to understand that without these there can only be a very limited amount of local action that can most likely have a positive effect on helping with the consequences of human trafficking. In this thesis the author would raise three different points of the fight against human rights violations, one of them is the networking and lobbying, the second one is the understanding of the internet and the online world of abuse especially against children and thirdly the importance of raising awareness in people who are not directly involved in the criminal industry as a victim or who do not know anyone who is. It is important to create the tools for everyone from a child to the president of the United States to do what they can since the problem is a lot more spread out than people can imagine. For example, laughing at the bright lights of Thai Massage parlors in the streets of Helsinki and the rumors of the services you can get from there to understanding that there is a high possibility that there is a victim of human trafficking on sexual purposes working in the safe haven of Finland where we did not assume some crime as serious as that could even happen in 2015. Even when the world seems smaller because of the globalization and the internet the problems that used to be identified to a country far away are still imagined to be separate of the society we live in. That is why these different campaigns are important and reaching all possible audiences is vital in the fight. More of the good practices will be introduced in the last section of this thesis.

5 Research Methods and Conduction

5.1 Qualitative Approach

This research is done in a qualitative manner. The research is conducted with a structured media observing and careful choosing of media observations. The research is taking the social media as part of the research method alongside with the traditional media. The reliability is a problem when researching media, both traditional and social but especially when it comes to social media and its evaluation. In this thesis this problem has been taken into consideration and all the analysis on social media contents is carefully questioned and not showed as a reliable media observation. The difference between social and for example newspaper as a media is clearly established and it does not create a problem in the analysis of the contents. The structured media observation in this thesis is based on a contrary views and finding relevant and important contents to the subject. Because one of the purposes of this thesis is to

estimate the common atmosphere and the attitudes of people towards a serious problem there is references to social media as well as the widely perceived disreputability of tabloid magazines. The author does not see this as a problem or as a bad reference when the publicity is an indicator of the matter in research. All of the references are carefully chosen and purposefully different to each other. In the section of good practice there has also been used an interview material besides the published material and the purpose of this is to get a picture of more depth and personal level. Part of the research in that section is to separate the data collected from published source and the material gained through unpublished method. The third method in this thesis was statistical analysis and collecting relevant data from different sources.

The author also used an interview with the tour organizer as a material. Most of the responsible tour organizers publish their outlooks on the matters of sustainability and responsibility on problems they encounter on their websites and in other publications. However, it is important to have a behind the scenes type of material as well to gain more perspective on how the current situation is and how the communicational aspect of the sustainable good practice is performed.

5.2 Analysis

The method of this thesis was mainly statistical and structured media observations. The analysis of this data and observations is conducted from an ethical and moral context of research. When doing ethical analysis on any matter it is vital to explain every conclusion and base it on a consistent point of view to make it relevant in academic research. The analysis of data and statistics is not possible to conduct from this point of view. From statistics the analysis cannot alter the result of the statistical fact. This has been taken into consideration while conducting the analysis of statistics and making comparisons with the media observations and pointing out the relevant aspects of the results. The goal of systematical analysis in this thesis is to see connections between existing sources that are not congruent. All research is based on an ethical background of the researcher. Instead of dissolving the fact into a world view of no values, so called objective point of view, in this thesis it has been a starting point for the research since the author believes that ethical starting point is always a starting point of the research. In analysis it is shown and in this thesis it is not only shown but taken as a measure for the analysis. For example feminism as an ideology is not a base for a study if it is not observed from antifeminist side as well. In a good research the base for the study is openly examined and questioned to justify the results of the research. In this thesis it has been taken into consideration.

6 Results

6.1 Good Practice in Finnish Tour Organizers

Previously in this thesis the author has showed examples of existing campaigns of different types against human trafficking and ways to fight in the postmodern world that has gone viral. For the thesis the author also interviewed an example of a good practice in the Finnish scenery of tourism. The marketing manager Anu Koskinen of Tjäreborg answered the questions with great enthusiasm making it clear that the company does take the issues very seriously. The author inquired the policies of Tjäreborg related to the issues of sex tourism in the destinations and how does the company inform their customers of the issues. According to Koskinen there are several campaigns and organizations Tjäreborg collaborates with. For example the main collaboration Koskinen mentioned is with the ECPAT International Organization that was mentioned before. The result of this collaboration has led to a situation where the company is doing a 5 point criteria for rules of conduct. First of all they are engaged into operating according to the principles of the actions against sexual child abuse. They are also committed on training and educating the staff of the company about the issues, informing the customers of the company at the destination as well as online at the home page. The contracts with the hotels in destinations include a clause about mutual prevention of child sex trade. The last point is about making sure the local partners in the destinations are aware of the points of views of the company on the matter. Tjäreborg expects the partners in destination to operate legally and having the same goals of social sustainability than they do. Koskinen also says that it is clear for every member of the staff that if signs of human trafficking is noticed anywhere it will be reported to the officials. Various partners from ECPAT to The Fair Travel Association (Finnish Reilun Matkailun Yhdistys) and the impartial Travelife are brought up by Koskinen. She also highlights how the webpage of the company has a lot of information for customers. (Koskinen 2015).

There is a lot of good practice around the world and the main problem is the insufficiency of it. When browsing through the three main tour organizers in Finland, Sun Tours Ltd (Aurinkomatkat), Finntours Ltd (Finnmatkat) and Tjäreborg, they all do have sections on their webpage for sustainable tourism from different angles. The problem with this is the usual. The person who is looking for this kind of information exclusively has difficulties on finding it from the webpages that are designed on selling a product, which is a holiday free of stress and all the worries in the world. For Tjäreborg, the information is found under a title “ympäristötyö”, environmental work which refers mostly to the environmental issue (Tjäreborg 2015). Aurinkomatkat has hidden the information a bit more thoroughly and a section for sustainable travelling can be found under the part of info about the company (Sun Tours Ltd 2015). Finnmatkat however, has an unambiguous section named as sustainable travelling at

the bottom of the page (Finntours Ltd 2015). In all cases the information is located at the bottom of the page and finding it from the homepage requires motivation. It is quite obvious that it is not the best way to sell this product if the first thing to jump on the face of a potential customer is a victim of a human trafficking or similar mental image. However, in the work described about the campaigns that many of the tour organizers do collaborate with it was raised as one of the most important matters in fighting against human trafficking to raise awareness of the public. In this frame of thought it is hopelessly insufficient from this point of view when the information is hidden well behind the pictures of a perfect holiday in a paradise. Marketing is playing with images but in the world more and more open and aware of the dark sides of the tourism as well it could be argued that the customer is ready to receive information about the matters that break the image of a perfect heaven-like paradise. It remains to be seen if any of the bigger tour organizers will take social responsibility and sustainable tourism fighting for human rights as a cornerstone of marketing. Ecotourism is in a big hype but so far it has been mostly concentrating on the marketing level to the environmental issues more than the social and cultural issues. However, good practice exists, but it needs to become visible to the customer and perform the task of raising awareness in people who are not yet aware.

According to ECPAT resources of some of the lessons learned on the work against human trafficking and good practices one of the most important aspects reached is the level of awareness. The NGOs and the private sectors need to keep on collaborating to secure the good results in a changing environment. They want to remind that not everything can be changed with awareness when there are also child sex tourists and pedophiles involved in the picture. There is good practice however, for example ECPAT Sweden is part of the Code of Conduct operation against commercial sexual exploitation and has come up with an uniquely original and creative way of raising awareness and sharing tools to fight against exploitation. Finding Sasja is an online game for young people handling the issue of child trafficking in the game. The Game is interactive and in a form of realistic game that solves cases that are in fact based on realistic trafficking cases in Sweden, where a lot of children have been trafficked from Russia. The main point of the game is to give a young person who is not interested in reading booklets or seeking information on trafficking in traditional platforms a chance to gain knowledge and information on the matter in an entertaining form. (ECPAT International 2008).

ECPAT has a lot of examples on good practices and the reason to bring up the case of the online game is the creativity of it. It raises a question of a possibility to gain more space for the cause in more parts of entertainment business. MTV EXIT is a good example of a good practice on the music business that reaches a lot of young music consumers. The aspect of game industry is also significant. It is often claimed how game industry is actually giving

young people a wrong kind of an image of the surrounding world where mafia is a cool thing and crimes are a way to spend the evening. In almost all of the games the player is using a weapon of some sort. There could be a huge potential in the industry for more and wider spread good practice possibly even organized by campaigns and other organizations fighting for the human rights. A many form of art has taken a moral stand as part of creative expression but many times it is left out of the entertainment business, and ECPAT has created a good example that many could take a lesson from.

Good practice exists in many forms and inside organizations there are plenty of large and small scale practices that gain varying amount of publicity. The world of entertainment business is a good place to gain publicity since it is what the industry relies on. The social media still seems to much less used for this purpose than it could be. For example MTV EXIT does have an account in all the most used social media, Facebook, Twitter and Instagram and on Facebook they do have over 100.000 likes for the cause and they are distributing different kind of information in form of documentaries, campaigns, articles etc. for the people who like the page. Getting attention these days is a form of being a celebrity for various persons. There are persons who are famous for being famous, nationally and worldwide. This kind of opportunities are less used than they could be, collaborating with famous social media influences. There are examples like Madonna and Bono, who are already doing this but the aspect of social media and reaching millions of peoples with one push of a button is a huge potential in a fight against anything, but in a fight where one of the main goals is to raise awareness it should be used more.

6.2 Media on Sex Tourism

Media has a lot of power, in fact media has pretty much all of the power in its hands, the level of using it can vary. Decisions of politics are brought into the daylight through media and in all of the cases it is always filtered through a point of view that can be defined by the editor in chief, the audience, or the political aspects. In many cases the contents are modified to gain as wide publicity as possible. In this point of view, traditional media and social media often has the same purpose, visibility that often is needed to enable the continuation. Traditional media is engaged into ethical codes for journalism but unambiguous interpretations are sometimes relative. The code is controlled but the truth is that journalists are professionals of writing and professionals in knowing the ways of impacting the readers with it and it is not always possible to see the impacts and targets of the journalism and point out the possible unethical content.

The way of illustrating the subject online is often very unattached of the ethical side of the matter. It seems to the author that online it is easier to take a stand on ethical relativity, meaning in this case the way of seeing that corrupted Thai authorities encourage with their own support for the prostitution in Thailand by making it possible. The World Nomads are 2002 founded travel business who sell insurance for travelers and many other services for travelers who need assistance in any kind of matters they might encounter. Their goals is to educate and guide by sharing stories, information on ever changing situations abroad as well as providing language guides, all based on sharing experiences from a traveler to traveler, or nomad to nomad. They inform their readers in safety issues. Phil Sylvester, Travel insights editor in World Nomads, has written a little guide on sex in Thailand where he answers questions on the different aspects of the matter. Amongst the questions there are important subjects brought up like HIV and child sex, how for his it was surprising that prostitution is illegal in Thailand, how some of the sex workers are trafficked and how there would be no prostitution without the poverty. However, amongst these observations there are lists parts of the country and streets to go to find these kinds of services, to go or to avoid. It is told how it is possible to get prosecuted in your home country as well after returning for buying sex from an underage child. However, the moral side of the guidance in the matter is left out by stating hard, stone-cold facts about the business but letting the actions of a traveler as a private matter, not taking responsibility on matter described as “necessary evil” in country that due to cultural and economic reasons has been tolerating the illegal business for a long time. (Sylvester 2015).

6.3 Media’s Role in Informing About Human Trafficking

Human rights need to be lobbied. The issues will not be taken as a priority in any political environment or government unless there is heavy lobbying. In the capitalistic world where profit is everything the business world often clashes with the poverty and takes advantage of it. There are various international companies who have been under suspicion of using child work force in their factories that are often located in the cheaper locations, in third world countries. This has led to a situation where human rights are mentioned in all of the company strategies but in fact the delivery of them is not always done in the best way, may it be for getting bigger profit or just closing the eyes when there is something that as a problem would increase the costs. This is why organizations such as Anti-Slavery International need to do lobbying and they do it in the highest levels possible, the United Nations, the European Union, the African Union and the International Labor Organization, ILO. The main goal of the organizations is to do all possible to end slavery altogether. This is a good example of a holistic and serious organization that will keep working their way to the better world by taking action in all possible levels. Local projects are not enough if the high levels of international institutions

do not participate and vice versa, the good will of the politicians orations mean nothing without the fruits of the lobbying in local levels. (Anti-Slavery 2015).

Media is in the centre of lobbying. A lot of pressure for the politicians for example comes through media publicity and the impact it has in the public. Therefore lobbying needs to have a public aspect to it and the communication between lobbying and deciders is performed in two levels. The issue oriented and fact based lobbying takes place with no middleman, but the impact on taking the matter further is often, unfortunately, happening through a pressure of public and that way gaining the full support and approval of the public the motivation on taking the matter to the goal is more secured. Many of the organizations who use lobbying as a way of impact know this and the visibility of such operators as Green Peace or PETA for example is provoking and challenging for the public and for the politicians. Media has a central role in bringing something up on the surface but also keeping a subject suffocated and diminished if it suits a target of their own. There is no such media that is completely neutral and objective. More so in the social media the hidden agenda of publication can alter the truth in a harmful way. When something gets a huge success in social media the basis of truth of it is sometimes left as irrelevant when the main goal is to gain as many likes as possible, or to have the contents as widely shared as possible. The skills of understanding media and all of its forms are a matter that needs to be taught to not only children but at the time of new technologies and the rise of internet it has to be taught to everyone not depending on the age. This task is sometimes laid on the media itself. This can be a good thing since the result can be a situation where different media will have a control over each other impacting on the higher level of journalism. Online these guidelines do not work though. The problem is the click-based journalism, in traditional media and social media. The reliability has lost some of its meaning as a base of media and that is worrying for all aspects of it. Lot of work needs to be done about the attitudes toward different medias and the reliability should be brought up as a value again.

6.4 Future of Sustainable Tourism

Sometimes there is a clash between sustainable social tourism and economic sustainability. For example in Thailand there are areas, businesses, and most of all individuals who are economically depending on sex trade. The amount of money that comes to Thailand through sex trade is huge. For example only in Pattaya there are assumed to be around 27.000 prostitutes working on the area (Martin 2013). The amount of the income for the whole town can be roughly estimated from that number even though it is impossible to say how many of the tourists in Thailand or Pattaya are traveling there for sex. The point here is though that there are numerous of operators from individuals to businesses who would suffer economically if sex trade would vanish or decrease from the country. This fact makes it harder to change the po-

litical structures and the practical structures of the situation when actions aiming to prevent sex trade would have a huge effect on the economy of the area and the whole country. This is why reaching the sustainable practice is not easy and in short term it is impossible. The aims should be focused on the long term changes and the help from international levels should be frequent and purposeful.

According to John Swarbrooke the challenges of making more sustainable environment for tourism in South-East Asia particularly is full of problems. The economic impact of losing money from sex tourism would be huge since these days the regions in the area are on a strong base of sex tourism related business. Next to the sex trade happening of the streets of many regions in South-East Asia the business of sex tourism has spread to the variation of Western men seeking for Asian wife, says Swarbrooke (Swarbrooke 1999). This point of directions was noticed widely in the last millennium and the explosive growth of different online services in the past 15 years has been massive making the problem even wider. The social side of sustainable tourism was brought to touch the area of sex trade early on but the reality is that it is happening, it is visible and socially accepted especially in the countries where the tourists mostly come from. The same principles that the campaigns against human trafficking are using should be taken further and something about the trade should be done. There are already huge measures of actions taken against child abuse which is the main starting point for the whole fight for human rights. To make more sustainable policies it should be internationally considered what the moral and ethical base for sex trade could and should be. The legal status is clashing with the economy and economy is clashing with the ethical sustainable tourism and the balance between all of them should be sought out for. It is sure that prostitution is going to live on either underground or as a legal institution with some degrees of differences. Legalization of prostitution is a national matter in each state and international guidelines would be needed in the future when sex trade has made people to move around the world to find places where it is possible. The demand will remain. There are different models all around the world and the international level of guidelines could make the issue more manageable.

The matter is not new and the guidelines are not easy to set. There are many who claim that legalizing prostitution on some level would decrease the number of prostitutes who are trafficked. In the report published by and made for the UN in 2012 they came to conclusion that legalizing brothels, pimping and prostitution the problems would decrease. The UN reports recommended this kind of actions as an authority that the nations do seek guidelines from. The reports were basically based on the assumption that battling against HIV and Aids the legal status of a prostitute would make the situation better making it more possible to seek help and protection against the disease. The legalization of brothels is almost always justified with the matter of safety and protection. The recommendations based on the report only

would accept the voluntary prostitution and the trafficking would still be fought against. According to Farhan Haq, the spokesman for Ban Ki-moon, the main purpose of these recommendations is primarily the fight against Aids. According to many statistics and reports on the matter mainly in Germany, Netherlands and New Zealand, where prostitution has a legal status the amount of victims of trafficking has indeed decreased but there are also studies and research that does not stand behind the claim of the increase of wellbeing of the prostitutes after legalization. The matter is two folded and there are arguments on both sides. (Walters 2013).

There were various protests against the recommendations of the United Nations though. Women's right group Equality Now was one of the protestors and strongly argued against the report and the conclusions of them. According to the New York director of the group that they do not believe that this kind of recommendation would make the situation of any female prostitute or sex worker any safer than it is now. They think the assumption of the recommendation ending up on decreasing the trafficking in person for sexual purposes is incorrect and in fact the result of it would most likely be contrary. It would give the trade a legal status and the demand of it would get a justification. This justification would lead to the growth of the trade which would automatically mean the growth of the demand and demand for more girls to work as prostitutes. The assumption that the safety of the girls would increase is useless when the principle for the point of view lies in the fact that most of the girls working inside sex industry would leave the business if they had a proper possibility and alternative to live and support their life that might include supporting family in any other possibility than selling sex to strangers. According to a former sex worker Stella Marr the decriminalization of prostitution would not break the barrier of class division and sexist views of the world, since it would keep the borderline between the vulnerable and young and the rich and powerful alive and enforce it. The UN is making a difference between sex trade and sex trade that draws from trafficking and human right violation. The argument lies in the human rights definitions and how is the sex trade per se viewed on the ethical perspective. (Walters 2013).

These questions are on the table now and in the future. The situation of women in the world is very different in the different parts of it and inside the UN the perspective varies so much that it seems impossible to settle this argument inside the United Nations when it is a topic of conversation here in Finland where women are one of the most equal with men in the whole world. There have been ongoing discussions on the decriminalization of prostitution in Finland as well and both of these aspects have been visibly on the table. World is not equal for both sexes. Sex trade is not victimizing only women. However, the biggest and most fundamental battle is the women's equality and identical human rights to men and from that the relations between the right to buy sex to the ethical re-evaluation of that right that requires the selling of sex to exist.

7 Conclusion and Discussion

The purpose of this thesis is to create a holistic picture of the human trafficking industry, how it relates to sex tourism, more deeply focusing on the sex tourism in Thailand. From there the thesis will be taking a wider and humanistic perspective on the fundamental arguments for and against certain practices and politics to the ethical foundation of the context in the global and local perspective. The discussion is never ending but the current situations all around the world create a montage of the current atmosphere of the global communities. What is the situation in local and global levels? The main purpose of the thesis is to understand the causes and consequences of the international and national decision making. The treatment of a minority of stateless persons in Thailand has a moral relationship with a Finnish middle class sex tourist who uses the services commonly accepted and that moral relationship needs to be understood as cause and consequence relationship and not as two separate matters that are not linked in any way. It needs to be understood that an action of buying sex from a Thai girl in Pattaya is not outside morality and ethical conduction. If equality is a real target in politics and the real purpose of the global communities is to create more equality between classes, sexes, minority and majorities etc. it is not possible to see an action of buying sex as an irrelevant personal matter. Buying sex is a political action. And in politics there is a purpose of common good. The way to see how these things are linked together is to stop the separation of private actions and political and ethical choices and the whole picture is needed to be clear. Every action has an ethical background and people as individuals need to understand the meaning and the power of it. The only way, and the most effective way to reach any kind of positive results on the ethical and moral point of view is to increase awareness, and to decrease ignorance. Humans cannot be forced into an opinion which is a reason that the good and comprehensive argumentation and creating a communicational connection is the key for finding a solution for a quest of decreasing the demand for trafficking on sexual purposes. It is a lot like a matter of voting in democratic elections. Everyone has one vote, the same way everyone has one vote against the trafficking and human right violations. Instead of voting on a paper the most efficient kind of vote in this fight is an act of omission, in this case it mean an act of choosing not to participate in any kind of behavior that has a direct or indirect connection to illegal traffickers. The world is changed by these actions or omissions and everyone is a part of the change, in good or in bad.

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Illustrations

Picture 1. Cartoon in the Helsingin Sanomat Newspaper 1.4.2015. (Jarla 2015).

