



The Child Safe Traveller

A report produced by Project Childhood Prevention Pillar



This report is dedicated to the children that we serve in Cambodia, Lao PDR, Thailand and Vietnam.

The Child Safe Traveller

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Intrepid Travel
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May Kaidee Cooking School and Restaurant
So Cool Travel
HI Bangkok

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Key phrases explained

'Child abuse and exploitation' includes physical abuse, sexual abuse, emotional abuse, and neglect. Children who are abused often experience multiple and compounding forms of abuse.

'Children and young people' means any person under 18 years of age. According to international law, a 'child' is any person under the age of 18 years. The term 'young people' characterises the period of transition from childhood to adulthood and generally includes people from 15 years onwards.

'Child safe tourism' is tourism that recognises its impact on children (both direct or indirect) and takes an active role in contributing to a safer tourism environment for children. Child safe tourism is part of 'responsible tourism', which seeks to minimise the negative economic, environmental and social impacts of tourism.

'Child sex tourism' is sometimes used to describe child sexual abuse committed by a tourist, traveller or foreign resident in the country or countries in which he or she is visiting or living. This phrase does not reflect the illegal and abusive nature of the conduct. Therefore, the phrase 'child sexual exploitation in travel and tourism' should be used.

'Child sex tourist' is sometimes used to describe a tourist, traveller or foreign resident who sexually abuses a child in the country or countries in which he or she is visiting or living. This term does not reflect the illegal and abusive conduct committed by the perpetrator. Therefore, the term 'travelling child sex offender' should be used.

'Orphanage tourism' is where 'residential care' facilities allow tourists to come and visit, and sometimes volunteer, with children who live there. 'Residential' or 'institutional' care is care in any non-family-based group setting. There is a global shift away from institutional care as evidence shows family and community-based care is the best option for children. Institutional care should only be a last resort and a temporary solution. Despite this, 'orphanages' in the region are increasing. Some assert this may be because of links to tourism. 'Orphanage tourism' is detrimental to children's social, physical and psychological well-being.



Executive summary

This report presents the main findings of research with tourists in Bangkok, Thailand, between April and May 2013. Building on *Child Safe Tourism: The Tourist Perspective* (World Vision, 2012), this study looked deeper into tourist perceptions of child exploitation in connection with tourism in Cambodia, Lao PDR, Thailand and Vietnam. It also assessed tourist reactions to child safe tourism communications. A total of 268 tourists from across the globe, representing different traveller types, ages, genders and socio-cultural backgrounds, completed surveys and interviews. Participating tourists had been in Thailand for varying lengths of time and many had travelled (or were travelling) elsewhere in South East Asia and beyond.

The key findings that emerged from the research show:

- 1. The majority of tourists (76%) were aware of the issue of child exploitation in connection with tourism in the region.** Many tourists pointed to extremely negative destination images as they discussed the problem. Tourists explained they gained this knowledge via the media, popular culture and/or word of mouth prior to their arrival in the destination. The majority of tourists cited more publicised and extreme forms of child exploitation, such as 'child trafficking' and 'child sex tourism'. Some tourists also linked child exploitation to a particular type of tourist, such as a 'paedophile' or 'sex tourist'. Fewer tourists were aware of the multi-faceted nature of abuse and the fact that different tourist behaviours (such as giving money to begging children or 'orphanage tourism') could also leave children and young people vulnerable to exploitation.
- 2. Almost all tourists (95% of those surveyed) encountered local children and many interactions left tourists feeling sad, guilty, concerned and disappointed.** In some cases, tourists expressed a desire to be able to do more to help, in others they expressed frustration that more was not being done locally to combat child exploitation. A number of tourists were particularly impacted seeing children working on the streets or begging. Some tourists even stated that their visit to the region would be improved were children seen to be better protected from risk of harm.
- 3. Tourists' previous travel experiences and/or socio-cultural backgrounds influenced their reactions to child exploitation in tourism.** Some tourists were less shocked witnessing these problems because of their previous exposure via prior travels in the region or in other developing countries. Some tourists from Asia were also less likely to express alarm, particularly if their own countries experienced similar problems.

- 4. Tourists wanted to help children they believed were at risk, but many were confused about what action to take.** Tourist responses to situations where they thought a child was being exploited, or at risk of exploitation, were rarely straightforward. Tourists tended to make conscious internal assessments about how to best respond. Their assessments were based on situational factors and their emotional response, as well as principle. A number of tourists were confused about what actions they could take to assist and queried how effective they would be.
- 5. A large proportion of tourists believed the tourism industry and/or governments in the region should take more action to tackle child exploitation, including by educating tourists on how they could help.** Tourists wanted to make a positive contribution and wanted more information on how they could do so. Some expressed a keen interest to have information made available not just in the destination but also at home, so that they would know more about the issue and how to respond on arrival. Many tourists said they would be likely to support tourism businesses that implemented child safe practices (particularly if those establishments were reasonably priced and well vetted by an external organisation).
- 6. Tourists responded favourably to child safe tourism communications and the message positively impacted tourist behaviour.** The majority of interviewees felt better informed after viewing campaign materials as part of the interview. They said the materials would have some influence on their future touristic behaviour. Those tourists who reported previously being exposed to such messages had much lower rates of involvement in interactions with children that could perpetuate or leave them vulnerable to exploitation (such as 'orphanage tourism', giving to children begging, or buying from children on the street).

Four important recommendations arise from the findings:

1. To provide tourists with more information about how children are vulnerable to child abuse and exploitation in tourism.
2. To provide tourists with clear information on how to be a child safe traveller.
3. To provide tourists with more consumer choices and options that align with child safe tourism principles.
4. To publicly acknowledge and foster the understanding that child safe tourism is a responsibility that is shared between governments, industry and travellers.

Background to the study

Tourism is a widespread, global industry. Displaying dramatic growth over the past six to seven decades, the United Nations World Tourism Organisation (UNWTO) anticipates worldwide international tourist arrivals will increase on average by 3.3% a year from 2010 to 2030 (UNWTO, 2013). The UNWTO (2013) predicts the strongest tourism growth will be witnessed in Asia and the Pacific over the next 20 years (where an average 4.9% increase per year in tourist arrivals is expected). As such, it seems likely that tourism and tourism reliance will continue to grow in Cambodia, Lao PDR, Thailand and Vietnam. While this growth is undoubtedly of economic benefit, it is also well documented that with the benefits of tourism comes the potential for substantial cultural, environmental and social problems (see for example, Mowforth & Munt, 2009; Scheyvens, 2002; Smith, 1989; Telfer & Sharpley, 2008). Such problems are amplified in contexts where there is rapid – and thus often unplanned, unmonitored and unsustainable – tourism development. One of the key concerns for Project Childhood Prevention Pillar (discussed in more detail below) is the way in which children in tourism destinations may be negatively impacted.

Sadly, there is a connection between tourism and child exploitation, particularly in developing countries. The allure of income can mean that children may end up working in the tourism industry, either under formal or informal employment arrangements and in conditions that are detrimental to their physical, mental and emotional well-being (Bliss, 2006; UNICEF, 2012). Further, children earning money from tourists in various forms of child labour are less likely to attend school and face heightened vulnerability to other forms of exploitation, including sexual abuse (Bliss, 2006; Keane, 2006; Sánchez Taylor, 2010; UNICEF, 2012).

Along with child labour, sexual exploitation is one of the major risks for children in tourism areas, particularly in parts of Asia, Central and South America and Africa (see for example, Tepelus, 2008; George & Panko, 2011; Sánchez Taylor, 2010). Evidence collated from identified cases and reports from South East Asia show that travelling child sex offenders commonly target children that are working on the streets or in various informal business establishments in tourism destinations (see for example, Keane, 2006; UNICEF, 2012). In addition, they may otherwise gain unsupervised access to vulnerable children by working in schools or institutional/residential care facilities. Without adequate vetting and safeguards, the tourism industry sometimes facilitates offenders access to vulnerable girls and boys and may unwittingly enable exploitation. This can occur in mass tourism establishments (such as hotels, restaurants, bars, markets and tourist leisure precincts), as well as within so-called 'responsible tourism' or 'cultural tourism' enterprises. For instance, 'orphanage tourism'¹ can leave children vulnerable to

¹ See *Key phrases explained* on page vi.

various forms of unhealthy impacts including at worst, physical, emotional and sexual abuse (Guiney, 2012, Csáky, 2009). Subsequently, even well-intentioned tourists can inadvertently place children at risk.

In an effort to combat child sexual exploitation in travel and tourism in Cambodia, Lao PDR, Thailand and Vietnam, the Australian Government commenced a dual prevention and protection initiative; Project Childhood. The UN Office on Drugs and Crime (UNODC) in partnership with INTERPOL implements Project Childhood Protection Pillar to strengthen law enforcement responses. World Vision implements Project Childhood Prevention Pillar to address the factors that make children vulnerable to sexual exploitation in tourism areas. As part of this, World Vision developed a *Child Safe Tourism* initiative in collaboration with the tourism sector, involving governments, industry as well as travellers. The *Child Safe Tourism* campaign aims to inform and empower travellers to the region to take positive action to protect children. World Vision defines 'child safe tourism' as tourism which:

1. . Recognises its potential role in, and impact on, child exploitation.
2. Takes responsibility to minimise harmful impacts (direct or indirect) on vulnerable children.
3. Takes an active role in strengthening and maintaining a safe environment for all children.

Ultimately, child safe tourism is seen as providing a long-term sustainable solution to keep children safe from abuse in the tourism context. Child safe tourism is a key component of developing a more sustainable and positively geared tourism industry.

Research objectives and methodology

The main research objectives were to:

- 1. Examine tourist awareness of child exploitation in tourism and their responses to encounters with children in the region.**
- 2. Explore tourist attitudes and responses to child safe tourism and the extent to which this influences their behaviour as tourists.²**

To meet these objectives and fulfill recommendations for further research in *Child Safe Tourism: The Tourist Perspective* (World Vision, 2012), a mixed method research study comprising of short-written surveys, in-depth interviews and observation, was conducted. The research plan was approved by the University of Western Sydney Human Research Ethics Committee in March 2013. The research was conducted in accordance with World Vision and Australian aid child protection procedures. This included a clear process to follow if any participants disclosed a case of a child abuse to the researcher. No children participated in the research. The study took place in Bangkok, Thailand, over a six-week period in April and May, 2013. Bangkok was selected as the research site as Thailand is one of South East Asia's largest tourism destinations (receiving over 22 million international visitors in 2012). Bangkok is the gateway city to Thailand, as well a hub for travel to other parts of the region. Conducting the study in Bangkok facilitated access to the broadest possible tourist sample encompassing different nationalities, ages, genders and tourist types.

A total of 268 persons participated in this research through a combination of written surveys and in-depth interviews. Written surveys were distributed at tourism related localities around the city. Semi-structured interviews were also conducted with participants recruited via advertisements and through direct approaches at key tourist sites. A total of 209 persons completed surveys and 59 persons were interviewed (in 34 interviews). Both the surveys and interviews were conducted in English, Chinese, Japanese and Korean (with the assistance of translators in the case of interviews). These three Asian language groups were specifically chosen in an effort to build a more representative sample than the 2012 study. Chinese, Japanese and South Korean visitors constitute three of the largest tourism markets to the region.³

² The researcher also analysed tourist responses to the *Child Safe Tourism* campaign materials.

³ Chinese visitors comprised the top tourist market (12.8% of all visitors), followed by Malaysian (8%), Korean (6.3%) and Japanese visitors (5.7%) to Project Childhood's four project countries – Cambodia, Lao PDR, Thailand and Vietnam (based on 2012 tourism statistics from the Ministry of Tourism Cambodia, Lao PDR Embassy to Thailand, Ministry of Tourism and Sports Thailand and the Ministry of Culture, Sports and Tourism Vietnam).

Limitations

The findings of this study should not be read as representative of all tourists to the region given the relatively small, though not insignificant, sample size of 268 persons. The on-site recruitment method, which assisted the researcher to speak with tourists, often meant participants were time-poor. This was particularly the case for Asian participants, which together with reliance on a translator, may have reduced the ability to elicit further quality information. The selection of one city worked well given time and resource constraints. However, a more comprehensive study in all four countries with a broader recruitment campaign might result in a slightly different picture. Notwithstanding, the trends and patterns that emerged are reliable given the veracity with which many of the key discourses were repeated and the overlaps with the findings in *Child Safe Tourism: The Tourist Perspective* (World Vision, 2012).

Research participants

The demographics of the research participants were extremely broad. Participants represented 39 nationalities (including from Asia-Pacific, Europe and the Americas), genders (56% female and 43% male), age groups, traveller types, educational and occupational backgrounds (see Appendix 1: *Research participant demographics* for more details). Participants had also spent varying lengths of time in the region. Many had travelled in more than one of the countries at the centre of this research (in addition to Thailand, 43% of survey participants were also visiting Cambodia, 11% were visiting Lao PDR and 37% were visiting Vietnam) and a significant number were repeat visitors to the area (42% of survey participants to Thailand, 11% to Cambodia, 6% to Lao PDR and 18% to Vietnam were repeat visitors).

Key findings

The majority of tourists were aware of the issue of child exploitation in connection with tourism in the region.

Most tourists indicated they were aware that some children in South East Asia were subject to abuse or exploitation in the context of tourism (75% of survey respondents and 80% of interviewees⁴). Tourists commonly referred to particular types of exploitation such as (in participants own words) 'child sex tourism', 'child trafficking' or 'child labour'. The majority of tourists were aware of the issue before arriving in the region. They indicated they had heard about these issues through word of mouth, formal education, via traditional media like newspapers and documentaries, popular cultural sources like film and television, or online sources like blogs and social networking campaigns.

While many tourists referred to more extreme and perhaps more widely publicised forms of child exploitation, fewer participants demonstrated a clear understanding of the multi-faceted nature of abuse and the diverse ways children could be vulnerable to exploitation in the tourism context. The following discussion with two French participants (male and female, ages 34 and 27, respectively) highlights this disjuncture:

Facilitator: *Are there things that you can think of where you have seen children being exploited? Not necessarily sexually, because you've indicated that's something that you're not likely to see, but in other ways?*

Female: *No.*

Male: *No. Naturally, no.*

Facilitator: *Have you come across children begging or asking for money?*

Male: *Oh yeah.*

Female: *Oh yes.*

This disjuncture is also highlighted by figure 1, discussed further below. While 67% of survey participants indicated they had not witnessed any situations of child abuse or exploitation while in the region, 15% said they had given money to children who were begging, 27% said they had bought goods from a child vendor, 33% said they had seen children working in tourism venues or facilities, and 18% said they had seen children working in night-time entertainment facilities like bars and clubs. The fact that many travellers did not identify these situations as potentially exploitative suggests some tourists have a limited understanding of the issue. This in turn has implications for how tourists perceive their own behaviour.

⁴ 48 interviewees were asked this question.

Consistent with this trend was a tendency among some travellers to associate abuse with particular types of tourist, or more specifically, tourists they distanced themselves from. For instance, one Spanish survey respondent (male, age 41-45) specifically identified 'Farangs'⁵ as 'typical' child sex offenders. Similarly, when asked about instances of child abuse, one British interviewee (who lived in Hong Kong) commented:

"There's a certain clientele who come to [a particular tourist location] – it attracts some pretty unsavoury people. Occasionally you see them on public transport with young local girls and I don't know how old they are but some of them might be children... it depends where you draw the line between children and adults... But those guys are definitely coming here to abuse." (Male interviewee, British, 46)

Overall, many participants drew a connection between tourism in the region and child exploitation, in many cases pointing to extremely negative destination images as they did so. For example:

"I spoke to a girl from Sweden that was working in one of the pubs [in a popular tourist beach town] and she told me there are different groups of children working - there's a few just picking up all the garbage in the sand, then there's a few of the slightly less poor children that go and sell roses and then there's the girls who are making and selling bracelets. According to her the day they turned 18 those girls became prostitutes. She'd been friends with a few girls selling bracelets and she went home to Sweden for a month and when she came back [she said] they were [suddenly working as] prostitutes and drinking at the bar. She was really shocked by that... When I heard that I was so uncomfortable. There's a lot of old western guys [who are in that town for the young girls], which is disgusting." (Female interviewee, Swedish, age 19).

"...there are different groups of children working...there's a few of the slightly less poor children that go and sell roses and then there's the girls who are making and selling bracelets. According to her the day they turned 18 those girls became prostitutes."

Female interviewee, Swedish, age 19

Given the well-documented links between tourism media, the tourist imagination, traveller discourse and destination images and tourist behaviour (see for example, Crouch, Jackson & Thompson, 2005; Jenkins, 2003; Long & Robinson, 2009) these impressions (whether based on media consumption, first-hand experience or word of mouth) are highly significant. While such images clearly did not prevent these particular tourists from visiting countries in the region, in the long term they have the potential to detrimentally impact tourism demand.

⁵ *Farang* is a Thai term used to describe any foreigner of Caucasian origin.

Almost all tourists encountered local children and many interactions left tourists feeling sad, guilty, concerned and disappointed.

Interactions with children were widely reported by tourists. 95% of survey respondents and the majority of interviewees said they had encountered local children in tourism areas. 32% of those surveyed said they had spoken or played with local children and 5% had volunteered with local children (see figure 1 below, summarising survey respondents encounters with local children). Many interviewees also spoke of having played with or spoken to children in public places (including engaging in water fights with them during the Songkran festival⁶), typically on the street. Some tourists felt these interactions

were immensely valuable and a memorable, unique experience – providing them with an authentic insight into local culture.⁷ Take for instance, the following comments:

“I liked talking with the children but I found their situations very sad. It made me upset to see children on the streets and so poor. I wanted to be able to help them but I didn’t really know how to.”

Female survey respondent, Australian, age 26-30

“I enjoyed spending time with them [local children], asking questions [about their lives] and teaching them English words.”

(Female survey respondent, Australian, age 26-30)

“I love the interaction with local children. This is a highlight for my holiday.”

(Female survey respondent, New Zealander, age 41-45)

While some tourists found local children to be ‘friendly’ and ‘happy’ and some even went so far as to say meeting and talking with children was the highlight of their trip, others reported feeling concerned, guilty, disappointed, sad and frustrated

as a result of their interactions. The overwhelming response to the question “*how did your interactions with local children make you feel*” was negative:

“Some of the local children were begging in front of hotels and night clubs, which I felt was very wrong socially. I also saw young people selling drugs and sex openly on the street, which was very disturbing.”

(Female survey respondent, Bangladeshi, age 31-35)

⁶ Songkran refers to the Thai New Year celebration held in April. People take part in this celebration by throwing water on one another (including strangers). Similar New Year celebrations are held elsewhere in the region, but as interviews were conducted in Bangkok during Songkran a number of interviewees had come fresh from ‘water fights’ with locals.

⁷ Although these comments were made by independent travellers, it is perhaps on this basis that some tour operators in the region provide tourists with the opportunity to engage with local adults and children through homestays and, as reported by some research participants, visits to schools and children in institutional care. These are often marketed as ‘cultural experiences’.

"I liked talking with the children but I found their situations very sad. It made me upset to see children on the streets and so poor. I wanted to be able to help them but I didn't really know how to."

(Female survey respondent, Australian, age 26-30)

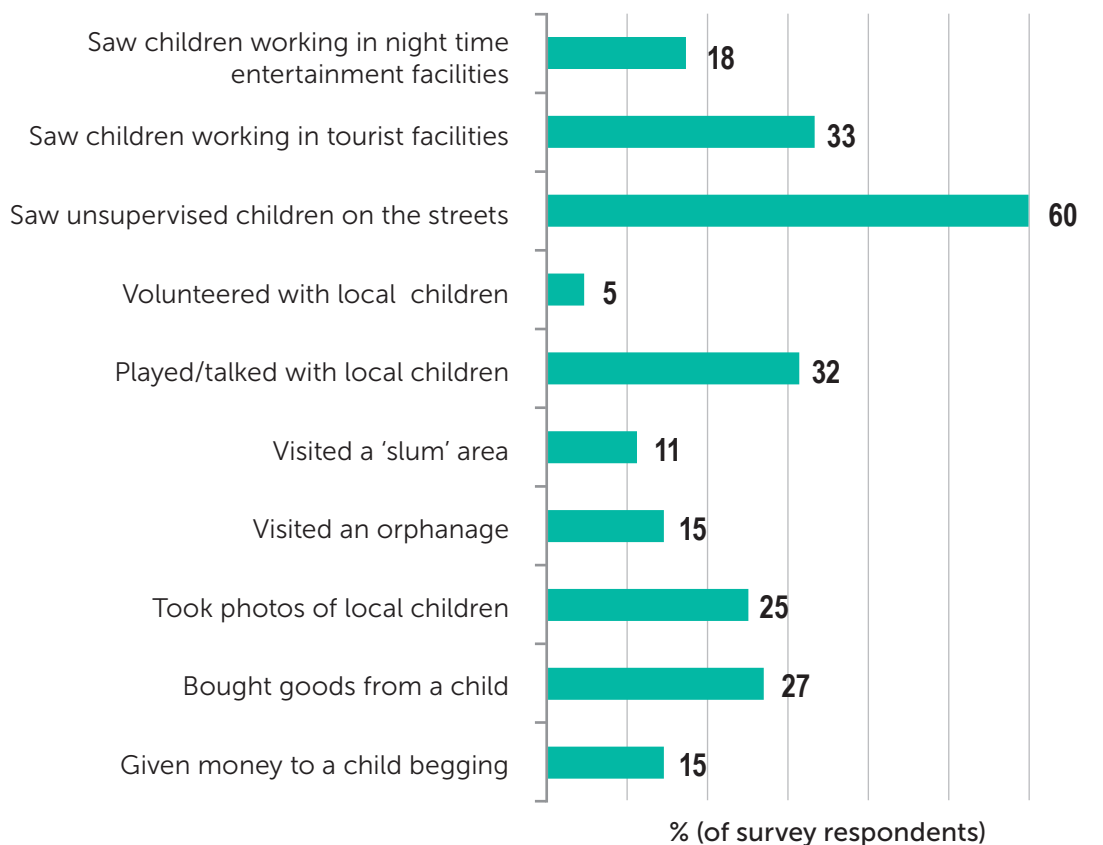
"It was distressing to see such young children being put to work."

(Female survey respondent, Italian, age 18-20)

As noted, figure 1 below captures the types of encounters survey respondents had with local children, which included seeing children unsupervised on the street (60%), working in tourist facilities (33%) and working in night-time entertainment facilities (18%). A number of interviewees reported similar situations involving children or young people that, at the very least, made them quite uncomfortable. These included incidents of seeing young children working or begging, being encouraged to go into bars and clubs engaged in the sex industry where potentially underage young people were working, and for two different men that were interviewed, being actively propositioned by underage females (who both estimated to be around 12-15 years of age).

Figure 1:

Tourist encounters with children in tourism areas



Such experiences significantly affected the individual tourist, as well as their perceptions of a destination:

"[One experience I had was] a girl trying to sell herself to me. I declined as fast as I can. I told her I'm not interested. I told her to go away but I still feel quite dreadful about it because she appeared to be very young. I was sort of taken by surprise because it was [New Year] festival so everybody's in the street tossing water so if someone approaches you, you think like that's just part of it, but then she got too close and touched me... It was actually a horrible experience."

(Male interviewee, Dutch, age 22)

"People go out and get really drunk and they're all Western, and there's like a big group of local girls, probably under 18 who are all trying really hard to get the man's attention and a lot of the men don't know that they're even hookers. That's one part of why I don't like it. And then also there's the children; they're up all night begging when they should be asleep at home. Of course they see the opportunity to go out and make money, but it's just dirty in every way. I would never go back."

(Female interviewee, Swedish, age 19)

In addition to being disgusted or saddened by these sorts of encounters, other interviewees talked of feeling guilty or feeling bad as a result of their (perhaps more everyday) encounters with local children:

"I think one thing which always makes me feel really bad is that, say we're eating and they [children] come up to your table, our tactic is most of the time to just ignore them. I just think the poor kids; it must be so bad for their self-esteem. They're six years old and they're trying to talk to you... Especially when you're like 'no thank you, no thank you' and they're like 'please, please, please'. It's really upsetting for someone like me to see someone being so desperate. But if you had [small change] for every person you wanted to give it to you'd break the bank."

(Female interviewee, British, age 23)

"I feel pity and feel very bad to see children begging and selling on the streets but I don't give money to children who are begging. It gives me a very bad feeling to give money because I know the children have to then give that money to the bad gangster or mafia men." (Male interviewee, Japanese, age 42)

A number of tourists also expressed concern and dismay at the fact that children were seemingly not getting access to schooling and/or were worried by the inappropriate and seemingly unsafe environments local children were placed in (for example, by having to work on the streets at night). For instance, a young couple who had travelled in the region commented that they had met a young girl one night who had been trying to sell them beer at the night markets. When asked how it made them feel, the female interviewee commented:

"[It makes me] feel a bit sick. You want to give them some money or something to eat, but you never know who profits through this, so you never know what to do."

(Female interviewee, French, age 27)

Tourists' previous travel experiences and/or socio-cultural backgrounds influenced their reactions to child exploitation in tourism.

Interview responses suggest that prior travel experience (particularly in developing countries) may influence tourist perceptions and understanding of child exploitation in tourism. In some cases, previous experiences were so influential that even where certain activities involving children may have been outside of the tourist's own social norms, they became normalised in the mind of the tourist as part of the 'developing country' experience. Alternatively, they became nullified for the fact that the situation is 'not as bad' as elsewhere. The following comments are illustrative:

"When you go to [some Asian countries] or a third world country you have to acknowledge that you're going to have very different experiences and [be exposed to] very different norms than what you have in the countries that we come from. So while it's upsetting [to see children begging] I don't think you can take it on board as an individual responsibility to actually do something about it other than if you've got the means to immediately alleviate that situation."

(Female interviewee, British, mid-50s)

"You'll see in every 'developing' country kids who are working for their 'parents'... kids who are selling water-bottles and all of this stuff. It's quite hard to [know how to] act right [because it happens so commonly]!" (Male survey respondent, German, age 21-25)

Many Asian tourists who took part in this study seemed less surprised witnessing vulnerable children in tourism areas. A number of tourists from neighbouring countries in particular, positioned children begging or working on the street as normative and a necessity of the situation. For instance:

"In my country there are too many children begging - more than here. So if I see it here I think 'same, same'." (Male interviewee, a large Asian country, 28)

Similarly, when a 30-year-old male interview participant from a neighbouring South East Asian country was asked what he thought about children begging, he responded "It's okay, because in my country there is more." He also mentioned that he had seen children selling flowers, but again thought that was acceptable because it also happened in his home country. This same view was expressed in the responses of some Asian survey participants. One woman (aged 36-40) from another South East Asian country

"Although it's common in developing countries, I feel there is a need to have a means for protecting children."

Female interviewee,
North East Asian, age 36-40

commented that children on the streets and children working was “Normal from where we are from.” Another woman (aged 36-40) from a North East Asian country explained that “Children used to work and be exploited” in her home country, but this had been eradicated. She continued;

“Although it’s common in developing countries, I feel there is a need to have a means for protecting children.”

What these comments suggest is that some tourists evaluate child exploitation on the basis of their perceptions (and sometimes misconceptions) of local culture and also on the basis of their own cultural backgrounds and experiences. The longer travellers are exposed to situations in which children may be vulnerable, the less shocking they seem to become. It also appears that over time, travellers come to develop their own explanations for social problems which may not always be very well-informed.

Tourists wanted to help children they believed were at risk, but many were confused about what action to take.

Tourists made certain nuanced distinctions as they assessed their own behaviour and that of others and navigated how best to respond to children. Many of these distinctions were made on the basis of culture or on some evaluation of ‘impact’ (that is, whether one will do more harm than good by refraining from buying or giving to children). However, numerous tourists also seemed to make these assessments on the basis of their emotional response to an issue or incident. The following comments highlight children’s affective impact on tourists:

“I think I couldn’t hold back [if I saw a child begging] and that I would give money. Who could walk away from a child that begs for food or for money? I would definitely give food if I had some. As for money? Yeah, I think I just couldn’t hold back, even though I know that on a logical basis that it’s the same mechanism [as with child vendors, in that it doesn’t benefit them directly].” (Male interviewee, German, age 26)

“[The child we purchased from] she was pretty; she was just smiling... We were in a restaurant and she looked in and smiled and came over to say hello and to try to speak a little bit [with us] and I thought she was friendly. She gave more than just a souvenir [through that exchange]. That’s why we bought from her.” (Female and male interviewees, French, age 27 and 34)

In discussing their response to seeing children working, some tourists also made clear reference to not wanting to judge a culture outside of their own and identified that poverty places many families and young people in difficult positions. Tourists indicated there was a complexity to the issue of exploitation and abuse that could

not be captured by a singular response. Some also seemed to think that it was less exploitative and potentially damaging if children were working for their families rather than someone else. The following comments are illustrative of tourists' reflexive thinking and mixed feelings:

"I heard from my local friends that the local people, they believe in social rankings and that they feel okay for them [children] to be making things, because it's only earning money. And their faces are always smiling, so I don't feel that it's a bad thing [for children to work]." (Female interviewee, Japanese, age 45)

"It's not quite as alarming [seeing children working here]. I feel sometimes as though kids are in the shop and their parents are in the back. It seems that kids grow up a lot quicker... I don't know if that's a good thing or a bad thing but [that's the way it is]." (Female interviewee, American, age 23)

"[Seeing children working I felt] torn - sad that any child is put in this situation. Angry that they choose money over education (today we met an 11 year old boy in grade 2, because he chooses to work on the boats instead of going to school). This choice is what will propagate these issues in this country. I do however understand the need to feed a family. Some kids are the breadwinners." (Female survey respondent, South African, age 31-35)

"If the children are controlled by someone and make money for him or for someone else then I'm not happy [to buy from them]. But for the child who wants to earn money for the family, I am very happy to give them something." (Female interviewee, Chinese, age 30)

Tourists were unclear about how they could play a part in addressing the issue. For instance, in response to a question about how seeing children working or on the streets made him feel, one male survey respondent from Myanmar (aged 21-25) stated that he "felt sad for them" and wanted to help them, going on to state that "If I can, I give them food, money or gifts. I talk to them about their situations to see how I can help them". Similarly, sympathetic but somewhat misguided responses were revealed with respect to the survey question "As a traveller to SE Asia, what do you think you can do to protect vulnerable children and youth?" Despite evidence that institutional care is not necessarily the best option for children and young people in the region and that 'orphanage tourism' can have detrimental effects on children's social, physical and psychological well-being (see for example, Csáky, 2009; Guiney, 2012), a number of tourists felt that visiting orphanages (either as day visitors or volunteers) was a valid alternative to giving children on the streets money or buying goods from them. Other suggestions such as the following were not entirely uncommon:

"Guide them. Take them to an orphanage or adopt them."
(Male survey respondent, American, age 21-25)

"I can give money to them."
(Female survey respondent, Chinese, age 18-20)

Corresponding with tourists' limited understanding of what they could do is the finding that only 11 of 54 survey respondents (20%) who reported witnessing an incident of child exploitation made a report. A total of 37 (69%) did not (6 tourists left the question blank). Those that did not make a report indicated that they had failed to do so because they did not have enough information about what exactly was going on, were unclear of who to report to, or did not know if their claim would be taken seriously. The following comments reflect this uncertainty:

"I didn't know who to tell [about children begging on the street] and I don't think that it would help." (Female survey respondent, Taiwanese, age 26-30)

"Didn't know who I should contact and I thought they probably wouldn't do anything about it anyway as these problems [underage girls working as 'pole dancers' and young girls selling flowers in tourist bars] are so common here."
(Female survey respondent, Australian, age 26-30)

"I feel like if I went to the embassy and reported it they might be like 'oh yeah, it happens. We know there are lots of problems'. I wouldn't expect someone to say 'where was it, where can we find this' because it seems like it's something that everyone sees but yet no-one confronts it."
(Male interviewee, American, age 26)

"I just wouldn't know where to begin. I just feel like they'd be 'this is normal to our culture' even though it's obviously wrong... I'd also be a bit worried if you report someone and that is their situation in life and they can't get out of it and then they just get arrested, it's going to make it worse for them."
(Female interviewee, British, age 22)

"As a citizen of the world village, I am responsible for the security of children all over the world."

Female survey respondent,
Chinese, age 26-30

Ambivalence about reporting may have also stemmed from mixed feelings about 'responsibility'. When asked if they felt they had a responsibility to protect vulnerable children in tourism regions, 51% of survey respondents indicated that they did. Comments such as the following clearly indicate this:

"Yes, protecting children is everybody's responsibility." (Female, Chinese, age 21-25)

"Yes. As an adult I believe it's my responsibility to look out for and protect children no matter where I am. Children are too small to protect themselves so it's up to adults to ensure they are kept safe". (Female, Australian, age 26-30)

"As a citizen of the world village, I am responsible for the security of children all over the world." (Female, Chinese, age 26-30)

However, at the same time, 8% of survey participants indicated that they did not feel that this was their responsibility and a large proportion of survey respondents (42%) either

declined to answer this question or were ambivalent in their answers (failing to provide either a clear yes or no response). Some interviewees gave quite insightful responses when asked if tourists should take responsibility for protecting children from abuse and exploitation. They were aware that tourists had contributed to many of these problems by either creating a demand for certain goods or services (such as the cheap souvenirs that children sell) or by not expressly discouraging child abuse and exploitation by avoiding destinations that commonly perpetrate this;

“If it wasn’t for tourists these people wouldn’t have as much money. So they rely on tourism to bring in their money but at the same time, if they’re using the wrong tools to bring the tourists in then to me it’s completely counterproductive [in that it’s unsustainable]. I wouldn’t want to go back to somewhere that was against my morals. However, tourists could do something about it [by not going there].” (Female interviewee, British, age 23)

The majority of tourists believed the tourism industry and/or governments in the region should take more action to tackle child exploitation, including by educating tourists on how they could help.

Tourists wanted to receive more information about how they could alleviate child exploitation or at the very least, travel in a way that would not perpetuate it. Tourists also believed the travel and tourism industry had an important role to play in sharing this information. Take for instance the following observations:

“I think there is a responsibility on the part of the hospitality industry, whatever that looks like, to help educate tourists coming in so that we would know the appropriate responses.”

(Female interviewee, American, age 53)

“I actually think that travel agents at home, that, to me, it would be important - almost compulsory - that they inform you about this sort of stuff [child abuse and exploitation in tourism and how you can prevent it]. They tell you all these other things like ‘ooh, it’s dangerous to ride a motorbike’. Well, it’s dangerous to give a child 50 pence!”

(Female interviewee, British, age 23)

“I actually think that travel agents at home [could] inform you about this sort of stuff. They tell you all these other things like ‘ooh, it’s dangerous to ride a motorbike’. Well, it’s dangerous to give a child 50 pence!”

Female interviewee, British, age 23

“Yes [tourists should take responsibility] but more so I think the industry – being hotels, tour operators, airlines – should become more active... As a traveller you should be [made] aware, which is why ad campaigns on the plane could be helpful.” (Female survey respondent, German, age 21-25)

Many tourists also said they would be inclined to support tourism establishments that implemented child safe tourism practices. One tourist mentioned she took great pleasure from being able to make a positive contribution to the region:

“We didn’t give money to the children directly but I wanted to do something to be able to help them so instead I went and I bought some things from a shop that is run by an organisation where the parents of former street children make all the stuff. The money that you give by buying a bag goes to the charity that then helps to reform street children and get them into schools.”

(Female interviewee, British, age 24)

While not all tourists had been exposed to these sorts of social enterprises or community businesses, many expressed an interest in them and in receiving more information about where and how they could be accessed. More specifically, tourists expressed a desire for a list of reputable children’s charities and social enterprises in the area that they could

support, and child safe tourism businesses to be listed on some kind of externally audited register or database.

“I think I would go the extra mile and I would definitely make the effort but businesses have got to help us be part of the solution.”

Female interviewee, American, age 53

“That could massively impact decisions I would make in going someplace. But how would I even know where to start to find that [information] out? If I’m going online for example and I’m going by location cost and that kind of thing and I’m on a company’s website and there’s no information on that website, then that’s a huge amount of extra work for me, to be honest with you. So I think I would go the extra mile and I would definitely make the effort but businesses have got to help us be part of the solution.”

(Female interviewee, American, age 53)

“So how do I know that a hotel or business implements child protection standards? I don’t know. I don’t even know what that means. But if there was like a symbol that I knew that means it’s a safe child area or they’re implementing or operating by a standard code or something and they’re certified, that would be better.” (Male interviewee, American, age 26)

The following statements point to the importance that tourists similarly placed on government involvement:

“If I meet children begging or selling I feel pity and if I can help I would like to. But I think the government should help the children. If I can help the children I’ll feel very happy but if I come here again I hope not to see children begging. I hope that the government will have fixed it.” (Female interviewee, Chinese, age 30)

“There has to be a combination of the travellers and the local government [taking action].”
(Male interviewees, American, age 26)

“I just think why the government they not try to do something about this problem? [children working/living on the streets].”
(Female survey respondent, Hong Kong, age 26-30)

“There has to be a combination of the travellers and the local government [taking action].”

Male interviewees, American, age 26

Actions taken by governments and the tourism industry to prevent child exploitation could help counteract negative destination images formed by tourists when they associate child exploitation with particular tourism areas. As one tourist identified, removing or reducing some of these problems would positively impact on the tourist holiday experience:

“I think it’s positive for these countries [to prevent child abuse and exploitation in tourism]. They need to stop it [not just because of the impact on children but] because one of the biggest pet hates we’ve found in Asia is people hassling us... Some people just go thinking it’s going to be a luxury holiday: ‘We’ll lie on the beach’. They don’t realise they’re going lie on the beach and kids are going to be prodding them and trying to sell them stuff.” (Female interviewee, British, age 22)

Tourists responded favourably to child safe tourism communications and the message positively impacted tourist behaviour.

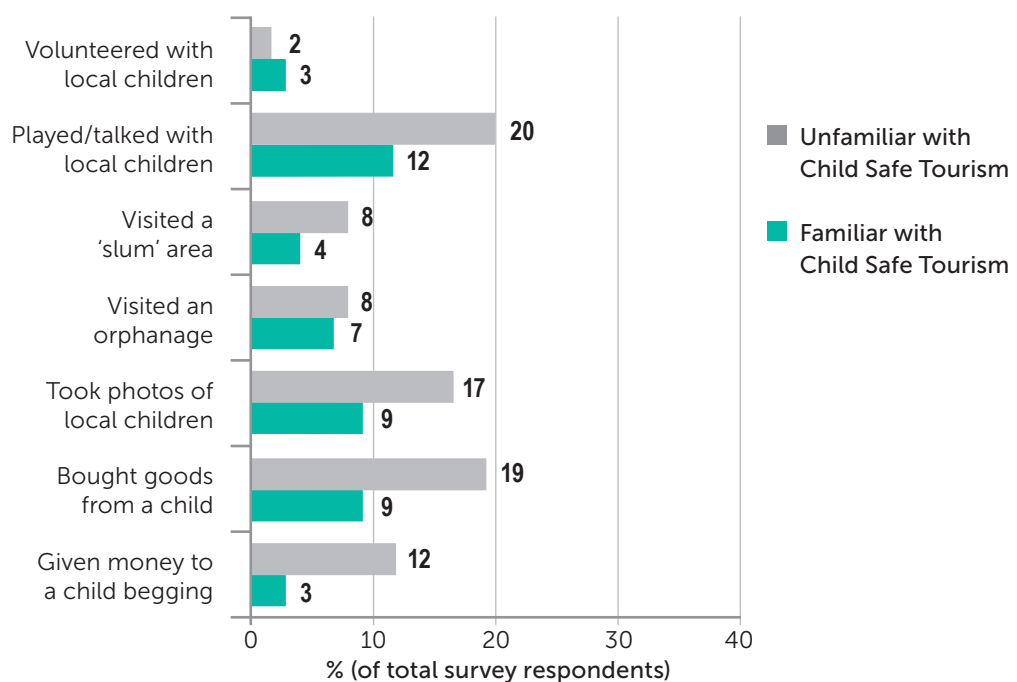
Overall, tourist familiarity with the phrase ‘child safe tourism’ was not especially high. Only a minority of interviewees and 26% of survey respondents had heard of child safe tourism or had seen child safe tourism advertisements. This is not surprising given the short period of its limited promotion in the market. However, tourists did broadly understand what was meant by the term and had a desire to learn more about it.

Most notably, an awareness of child safe tourism and an understanding of the principles underpinning this seemed to significantly impact tourist behavior. For instance, only 3% of the survey respondents who had heard of child safe tourism stated that they gave to children begging (as opposed to 15% overall) and only 9% (as opposed to 28% overall) bought from children. Similarly, 9% who were aware of child safe tourism took photos

of children (compared with 26% of survey participants overall), 7% (compared with 15% overall) visited children in institutional care and only 4% (as compared with 12%) reported visiting a slum or undertaking a 'slum tour' (see figure 2). Figure 2 below presents a breakdown of figure 1 (above) between those that were familiar with child safe tourism and those that were not. The findings show clear evidence that tourists exposed to child safe tourism messages were less likely to engage in interactions with vulnerable children that could inadvertently put them at risk of abuse.

Figure 2:

Tourist familiarity with child safe tourism and experiences with local children.



The majority of responses to the *Child Safe Tourism* campaign materials were positive and demonstrated a high level of support for such initiatives. The following comments point to the perceived need among tourists for the campaign and the positive impact it would have on their behaviour:

"I hope I would be more aware about how to behave having seen these materials – maybe it opens your eyes when you see something like this. Makes you think: 'Oh yeah I can watch out for that and take action'."

(Female interviewee, Norwegian, age 30)

"This is good. Me and my friend can keep this promise [to follow actions outlined]. It is very good, very nice." (Male interviewee, Korean, age 28)



Conclusions

Though reflective of a small-scale study, the findings strengthen and confirm the conclusions drawn in *Child Safe Tourism: The Tourist Perspective* (World Vision, 2012). In particular, the research provides evidence of tourists' high level of interest and engagement on issues of child exploitation which, in turn, highlighted their strong sense of shared responsibility to help protect children.

The research indicates that tourists are aware that child abuse and exploitation occurs in the tourism sector. No doubt this awareness is a result of the success of campaigns focusing directly on child sexual abuse in tourism. Such campaigns call on tourists to identify and report child sexual abuse if they see it. Indeed, this research revealed a clear discourse shared by some tourists that by not engaging in 'child sex tourism' they were already responsible tourists.

However, the research found tourists had less awareness of how a range of behaviours and seemingly innocent interactions with children could inadvertently contribute to children's vulnerability to sexual abuse. For example, tourists did not readily see the possibility of a child begging on the street becoming a victim of sexual abuse. Many were also not aware of how visiting children in an 'orphanage' could be detrimental to the well-being of children and that such tours increased access of unvetted strangers to the most vulnerable children in society. The question arises as to whether it would be more effective to prevent the abuse from occurring in the first place, rather than to identify and report abuse once it happens. For a child, the latter option would tragically be too late.

Many tourists expressed deep concern about the plight of vulnerable children while travelling in the region, expressing sadness, disappointment, guilt and frustration at seeing children begging and working around tourism destinations. Often however, many of these tourists did not recognise these heart-breaking situations as exploitative but rather a harsh reality of circumstances. It is reasonable to see why travellers from abroad would be unfamiliar with local issues and rely on the information that is provided to them.

Admittedly, it can also be difficult to distinguish between situations where an adult is intentionally putting a child in an exploitative position, such as begging and street-vending and where the child is acting out of his or her own agency. However, there is no doubt that any child in this situation deserves a better solution. Similarly, as child protection agencies are moving away from institutionalised care for vulnerable children towards family and community-based alternative care, increasing tours and financial support to 'orphanages' is counter-productive at best and exploitative at worst.

Given that tourists clearly want to be more aware of child exploitation and want to be child safe travellers, the opportunity is ripe. The good news is that the research indicates

a clear correlation between exposure to child safe tourism messages and better behaviour and decision making around children. For example, those exposed to child safe tourism messages were less likely to give money to children begging and visit an 'orphanage.' This means that campaign messages are working.

Closing this gap in awareness has particular relevance when considering that it is these very children who are most vulnerable to and at risk of more extreme forms of exploitation, including sexual abuse. It would be far better to take action to reduce these vulnerabilities before the situation becomes worse for any given child.

Child safe tourism also makes business sense. The research emphasises that interactions with children can make or break the travel experience for tourists. Many tourists described how playing and talking with children were amongst their most memorable experiences. Perhaps not surprisingly therefore, witnessing the suffering of children could easily turn into feelings of trauma resulting in decisions to leave holiday destinations earlier than planned and promising never to return. Such strong feelings influenced travellers' perceptions of local governments, communities as well the tourism industry, who they felt had a shared responsibility to respond to and resolve these issues. Though there were also some tourists who felt they could do little to help these children, most agreed that the primary responsibility sat with local governments and tourism industry. The feelings of sadness, disappointment and frustration felt was as a result of not only the limitations they felt in their capacity as tourists, but also related to the apparent and perceived lack of responsibility taken up by local actors. Evidently such strong reactions have a significant effect on the tourist experience. In contrast, those who were able to point to something they were able to do, such as buy from ethical and community-based businesses, felt pleased and happy about their ability to help protect and contribute to local communities and their children.

As tourism to the region rapidly grows and opportunities for income and development abound, it is an opportune moment to reflect on its inadvertent impact on child exploitation. Both tourists and local children have a real and direct impact on each other and the tourism environment has a significant impact on whether that influence is constructive or not. The tourism sector has a vested interest in taking action to reduce risks to children to ensure children's well-being and future.



Recommendations

1. To provide tourists with more information about how children are vulnerable to child abuse and exploitation in tourism.

While many tourists are aware of child abuse and exploitation in tourism, their understanding does not readily make the link between how certain actions they take can heighten or reduce that risk. For example, that tourists may increase children's vulnerability and put them at risk of abuse by giving money to children who beg or visiting vulnerable children in institutional care.

2. To provide tourists with clear information on how to be a child safe traveller.

Tourists care about children and want to ensure they make a positive impact on children in tourism destinations. The research shows that even basic information on child safe tourism has a significant and direct positive influence on tourism behaviour in relation to vulnerable children.

3. To provide tourists with more consumer choices and options that align with child safe tourism principles.

Tourists want to be child safe travellers. Apart from immediate 'dos and don'ts', many want to go one step further and be assured that their tourism dollar helps and does not hinder children's safety in the region. They want tourism products and services that support the creation of a child safe tourism environment. Further, they want better access to information on existing child safe tourism businesses and initiatives that they can support.

4. To publicly acknowledge and foster the understanding that child safe tourism is a responsibility that is shared between governments, industry and travellers.

Tourists feel they have a part to play in ensuring they do not enable child abuse and exploitation to occur. At the same time they expressed frustration at their limitations and felt this significant issue required an active responsibility to be taken up by the local governments and industry. The research highlights a negative image absorbed by tourists when they feel child exploitation is normalised by the local communities. Therefore, it is important to provide them with information of ongoing efforts and initiatives. There is also a need for this shared responsibility to be communicated and publicly acknowledged so that tourists are reassured of the commitment and ongoing work being undertaken by the tourism sector.

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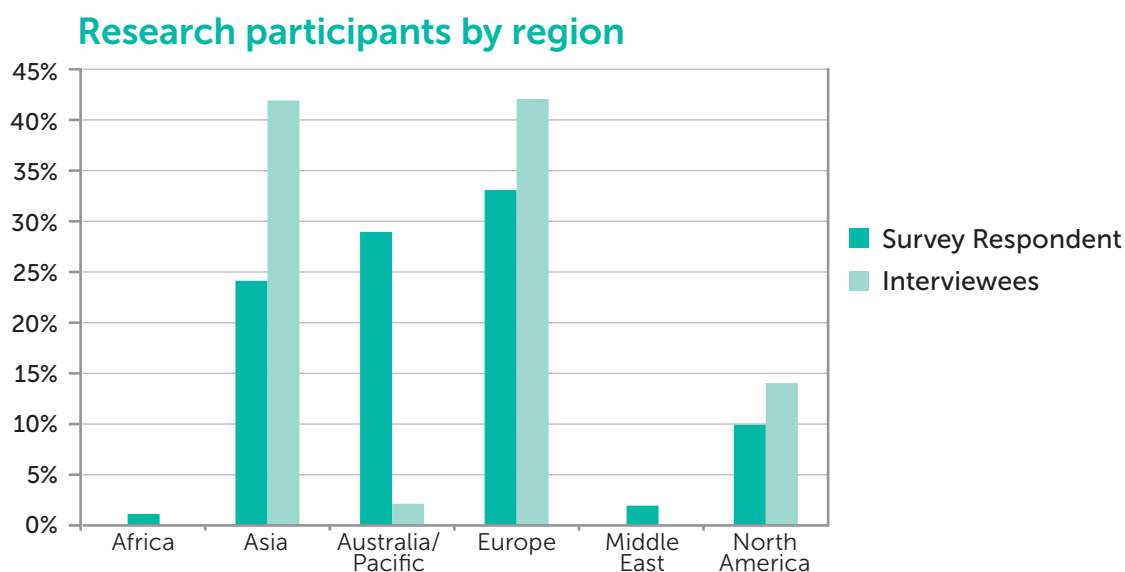
Research participant demographics

Nationality and language

Of the 209 completed surveys, 10 were in Korean (5%), 9 were in Chinese (4%), 6 were in Japanese (3%), and the remainder were in English. Although English surveys were completed at a much higher rate than non-English surveys, the demographic breakdown reveals significant diversity. Similar levels of diversity were captured in interviews. Of a total of 34 interviews (some of which were conducted in small groups), 5 interviews (with 8 participants) were conducted in Chinese, 5 interviews (with 8 participants) were conducted in Japanese, 4 interviews (with 6 participants) were conducted in Korean, and 20 interviews (with 37 participants) were conducted in English.

A total of 36 different nationalities were represented among the survey respondents, with the majority of participants from Australia (25%), the United Kingdom (13%) and the United States of America (8%). Other participants came from Korea (5%), China (4%), Germany (4%), France (4%), India (4%) and New Zealand (4%). The demographic breakdown for country of residence revealed a similar picture, though there were – not surprisingly for a study examining travellers – some survey respondents living as expatriates in a country other than their place of origin. While the spread of nationalities among interview participants was not as broad as that in the surveys, there were a similarly high number of Europeans and North Americans in the sample, but far fewer Australians and an increased number of Asian participants. Of a total of 59 interviewees, the majority came from the United Kingdom (15%), the United States of America (14%), China (14%), Japan (14%), South Korea (10%), France (9%) and Germany (7%) (see figure 3 below for research participants by region).

Figure 3:



Age and gender

The majority of survey participants were aged 26-30 (25%) or 31-35 (21%) and women outnumbered men slightly, with a response rate of 56% versus 43%. Gender and age distribution among interviewees was surprisingly similar with 42% of the sample comprising men and 58% comprising women and the majority (approximately 51%) of participants aged in their mid-20s to mid-30s.

Occupation

Diverse occupations were listed by survey participants covering professional occupations as well as service industries and a variety of trades. The most common categories of employment listed by survey respondents were 'student' (7.2%), 'secretarial/office administration' (6.7%), 'teaching' (5.7%), 'IT/web design' (4.3%), 'homemaker' (3.8%), 'retail/sales' (3.8%) and 'retired' (3.4%). There seemed to be a slightly higher inclination among interview participants toward professional occupations and (by association) higher levels of education (in fact, as with the survey respondents, a number of interviewees were university students or recent university graduates). However, further research would be necessary to determine how influential this variable is on traveller attitudes.

Travel plans and types of travel

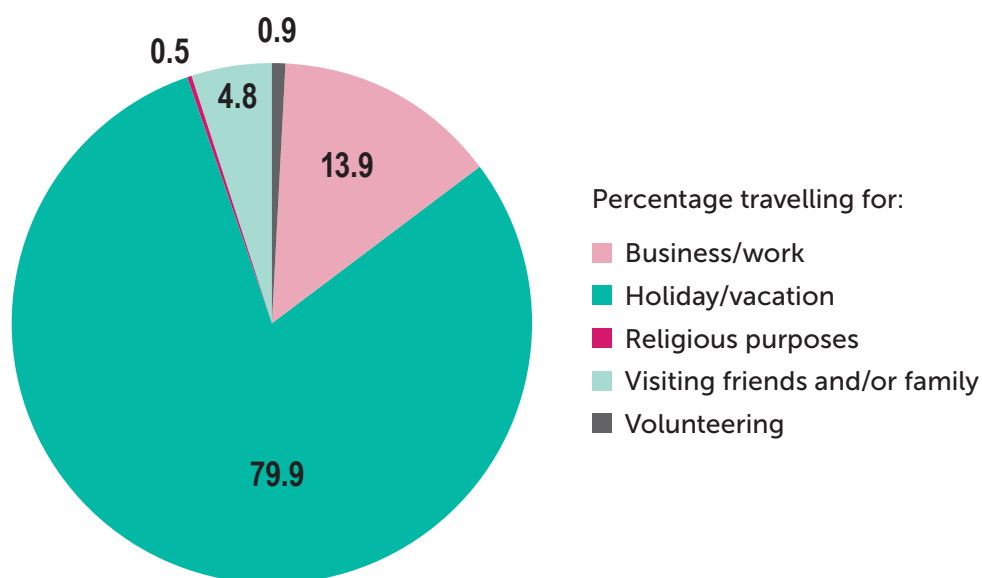
A large proportion of survey respondents were travelling as part of a tour group (29.2%) or with friends (29.2%), with a partner (28.2%) or solo (24.9%). Less common were those travelling with children (11%) or with colleagues (5.3%). This pattern was also reflected among the interview sample, with most interviewees travelling with friends (49%) or family (19%), or solo (12%) at least some of the time, though perhaps because of how long an interview takes, there were fewer interviewees who mentioned travelling on tour (14%), with children (6%) or with colleagues (3.4%). While this study is not designed to be representative, there appears to be some broad correlation between these distributions and those found in regional tourism statistics (such as Euromonitor, 2012).

The vast majority of survey respondents listed their primary purpose for travel as holiday/vacation (79.9%), though some were also travelling for work (13.9%), to visit friends and family (4.8%), to volunteer (<1%) or for religious purposes (<1%) (see figure 4 below). Similarly, the majority of interviewees were in Thailand on vacation, though at least 8% were also undertaking some volunteer work. Corresponding with a high rate of holidaymakers, activities that featured highly in survey respondents travel plans included visiting historic and cultural sites (81.8%), shopping (62.2%), visiting the beach (53.6% had done or were doing this), adventure activities (34%), visiting national parks (27.8%) and nightclubbing (20.6%). While interviewees were not specifically queried about this a number explained that they were using Bangkok as a base from which to explore

other cultural and environmental sites (like Chiang Mai and Chiang Rai, Phuket and Koh Samui) and were intending to undertake activities like snorkelling and scuba diving, Thai cooking and watching Thai boxing while in the country.

Figure 4:

Survey respondents' trip purpose



In terms of their accommodation preference, the majority of survey respondents stated that they were staying in 2-3 star hotels (41.2%), 4-5 star hotels (20.6%) or guesthouses (18.7%) (see figure 5). While this distribution may result from the types of venues surveys were distributed in, the fact that other participants were also staying in resorts (5.3%), backpacker hostels (4.3%), with family and friends (4.3%) or in homestays (1.4%) is indicative (when coupled with the responses above) of a diverse range of traveller types having taken part in the study.

As well as visiting Thailand, 42.6% of travellers surveyed had also been or were going to Cambodia, 10.5% had been or were going to Lao PDR and 36.84% had been or were going to Vietnam. A number of survey participants had travelled or were travelling in three (31.1%) or four (4.3%) of the research countries and a significant number (21.1%) also indicated that they were travelling to countries outside of the region (including Australia, China, Fiji, Hong Kong, India, Indonesia, Japan, Malaysia Myanmar, Singapore and the United States of America).



English language survey

Please tell us a little about yourself:

1. How old are you:

- | | | | | | | | | | |
|-------|--------------------------|-------|--------------------------|-------|--------------------------|-------|--------------------------|-------|--------------------------|
| 18-20 | <input type="checkbox"/> | 21-25 | <input type="checkbox"/> | 26-30 | <input type="checkbox"/> | 31-35 | <input type="checkbox"/> | 36-40 | <input type="checkbox"/> |
| 41-45 | <input type="checkbox"/> | 46-50 | <input type="checkbox"/> | 51-55 | <input type="checkbox"/> | 56-60 | <input type="checkbox"/> | 61-65 | <input type="checkbox"/> |
| 66-70 | <input type="checkbox"/> | 71-75 | <input type="checkbox"/> | 76-80 | <input type="checkbox"/> | 81-85 | <input type="checkbox"/> | 86 + | <input type="checkbox"/> |

2. Are you: male female

3. What is your occupation? _____

4. What is your nationality? _____

5. What is your usual country of residence? _____

Please tell us a little about your travels:

6. Are you travelling (please select all that apply):

- | | | | |
|---------------|--------------------------|-------------------------|--------------------------|
| Solo | <input type="checkbox"/> | With a partner | <input type="checkbox"/> |
| With children | <input type="checkbox"/> | With colleagues | <input type="checkbox"/> |
| With friends | <input type="checkbox"/> | As part of a tour group | <input type="checkbox"/> |
| Other _____ | | | |

7. Would you describe your trip as being mainly for (please choose one):

- | | | | |
|--------------------|--------------------------|--------------------------------|--------------------------|
| Business/work | <input type="checkbox"/> | Visiting friends and/or family | <input type="checkbox"/> |
| Holiday/vacation | <input type="checkbox"/> | Volunteering | <input type="checkbox"/> |
| Study | <input type="checkbox"/> | Medical purposes | <input type="checkbox"/> |
| Religious purposes | <input type="checkbox"/> | | |
| Other _____ | | | |

8. On this trip have you/will you mostly stay in:

- | | | | |
|-----------------------|--------------------------|-----------------|--------------------------|
| Guesthouses | <input type="checkbox"/> | Resorts | <input type="checkbox"/> |
| 2-3 star hotels | <input type="checkbox"/> | 4-5 star hotels | <input type="checkbox"/> |
| Backpacker hostels | <input type="checkbox"/> | Homestays | <input type="checkbox"/> |
| Family/friends' homes | <input type="checkbox"/> | | |
| Other _____ | | | |

9. What have you been/will you be doing while on this trip? (please select all that apply)

- | | | | |
|------------------------------------|--------------------------|-------------------------|--------------------------|
| Visiting the beach | <input type="checkbox"/> | Learning a language | <input type="checkbox"/> |
| Visiting cultural/historical sites | <input type="checkbox"/> | Visiting national parks | <input type="checkbox"/> |
| Nightclubbing | <input type="checkbox"/> | Cooking classes | <input type="checkbox"/> |
| Shopping | <input type="checkbox"/> | Adventure activities | <input type="checkbox"/> |
| Other _____ | | | |

(e.g. scuba diving, jetskiing, white water rafting)

10. Asides from Thailand where else are you or have you been travelling on this trip?

(please select all that apply)

Cambodia Lao PDR Vietnam Other _____

11. Approximately how long will you travel for in Thailand and/or South East Asia (in total)?

- | | | | | | | | | | |
|------------|--------------------------|------------|--------------------------|-------------|--------------------------|---------|--------------------------|------------|--------------------------|
| < 1 week | <input type="checkbox"/> | 1-2 weeks | <input type="checkbox"/> | 2-3 weeks | <input type="checkbox"/> | 1 month | <input type="checkbox"/> | 1-2 months | <input type="checkbox"/> |
| 2-3 months | <input type="checkbox"/> | 3-6 months | <input type="checkbox"/> | 6-12 months | <input type="checkbox"/> | >1 year | <input type="checkbox"/> | | |

12. Have you ever visited Thailand, Lao PDR, Vietnam or Cambodia before?

Yes No

If yes, how many times previously have you visited these countries?

Thailand:	1-2	<input type="checkbox"/>	3-5	<input type="checkbox"/>	6-10	<input type="checkbox"/>	more than 10	<input type="checkbox"/>
Cambodia:	1-2	<input type="checkbox"/>	3-5	<input type="checkbox"/>	6-10	<input type="checkbox"/>	more than 10	<input type="checkbox"/>
Lao PDR:	1-2	<input type="checkbox"/>	3-5	<input type="checkbox"/>	6-10	<input type="checkbox"/>	more than 10	<input type="checkbox"/>
Vietnam:	1-2	<input type="checkbox"/>	3-5	<input type="checkbox"/>	6-10	<input type="checkbox"/>	more than 10	<input type="checkbox"/>

13. On average, how frequently would you travel internationally?

This is my first international trip	<input type="checkbox"/>	Less than once a year	<input type="checkbox"/>
Once a month	<input type="checkbox"/>	2-3 times a year	<input type="checkbox"/>
More than once a month	<input type="checkbox"/>	4-6 times a year	<input type="checkbox"/>
At least once a year	<input type="checkbox"/>	7-10 times a year	<input type="checkbox"/>

Please tell us a little more about the planning you did for this trip:

14. Did you research this trip (please select all that apply):

Online	<input type="checkbox"/>	Which website(s)?	_____
Using a guide book	<input type="checkbox"/>	Which ones?	_____
With a travel agent	<input type="checkbox"/>	Which ones?	_____
Reading travel brochures	<input type="checkbox"/>	Which ones?	_____
By word of mouth	<input type="checkbox"/>		
Other	<input type="checkbox"/>	Please specify:	_____
I did not do any research prior to coming here <input type="checkbox"/>			

15. Did you book your trip:

Online	<input type="checkbox"/>		
Through a travel agent	<input type="checkbox"/>		
Other	<input type="checkbox"/>	Please specify:	_____

Please tell us a little about what you know regarding child safe tourism

16. Other than with respect to this survey, have you previously heard the phrase 'child safe traveller' or 'child safe tourism'?

Yes No

If yes, where have you previously heard these terms?

17. What does the term "child safe traveller" or "child safe tourism" mean to you?

18. Are you aware that some children are subject to abuse or exploitation in connection with tourism and travel in South East Asia?

Yes No

If yes, were you aware of this before coming to SE Asia?

Yes No

If yes, did you do any research or receive any information about keeping local children safe from abuse or exploitation prior to your trip?

Yes No

If yes, where/how did you do this research/receive this information?

19. Since being in the region have you seen any advertising material about keeping local children safe from abuse or exploitation?

Yes No

If yes, where did you see this and what was it?

20. While on your trip have you (please tick all that apply, noting that for research purposes a child is defined as being under 18):

- Given money to a child begging
- Bought goods from a child
- Taken photos of a child/children (not your own/part of your travel group)
- Visited an orphanage
- Visited a 'slum' area
- Played/talked with local children
- Volunteered with local children
- Seen unsupervised children on the streets
- Seen children working in tourist facilities (e.g. hotels, cafes, restaurants)
- Seen children working in night time entertainment facilities (e.g. bars, clubs)

21. How did you feel about these interactions with local children and young people?

22. Have you seen or been aware of any cases of child exploitation while in the region?

Yes No

If yes, what did you see or what were you made aware of?

If yes, did you alert anyone about what you saw?

Yes No

If yes, who did you alert and how? If no, why not?

23. As a traveller to SE Asia do you feel it's your responsibility to take action to protect vulnerable children? Why/why not?

24. As a traveller to SE Asia, what do you think you can do to protect vulnerable children and young people?

Do you have any other comments?

Topics for semi-structured interviews

Demographics

Travel itinerary and plans and style of travel

Previous travel experience and travel motivations

Understanding of Child Safe Tourism and other forms of 'responsible' travel:

1. Other than with respect to this research, have you previously heard the phrase 'child safe traveller' or 'child safe tourism'? If yes, where?
2. What does the term "child safe traveller" or "child safe tourism" mean to you?
3. Have you previously heard the terms: responsible/ethical/sustainable/eco-travel? What do they mean to you? Do these ideas influence your travel in any way?

Awareness of issues of abuse and exploitation of children in tourism areas:

4. Did you know that some children are subject to abuse or exploitation in connection with tourism?
5. If yes, were you aware of this before coming to SE Asia?
6. If yes, had you conducted any research or did you receive any information about keeping local children safe from abuse or exploitation before you left home?
7. Since being in the region have you seen any advertising material about keeping local children safe from abuse or exploitation? If so, where and what was it?
8. Has this information influenced your travels in any way?

Encounters with and responses to local children in tourism areas:

9. What interactions have you had with local children on your trip (e.g. giving money to begging children, taking photographs with children etc.)?
10. How did you feel about these interactions?
11. Have you seen or been aware of any cases of child exploitation while in the region?
12. If so, did you alert anyone about what you saw? Who/how? If not, why not?
13. What would you do if you saw a child begging?
14. What would you do if you saw a child selling goods on the street?
15. What would you do if you saw a child working in a tourism venue/other service provider?

Attitudes towards children:

16. Do you think travellers should take action to protect vulnerable children? Why/why not?
17. As a traveller to SE Asia what action would you take to protect vulnerable children?

Responses to Child Safe Tourism campaign materials:

18. What are your initial thoughts and feelings after seeing this campaign? Do you like the image and design of the ad? Why/why not? What do you think could be improved?
19. Has any of the information in the advertising changed your opinion on how you should/ shouldn't interact with children while travelling? Why/why not?
20. Do you feel this advertising provides you with enough information about how to be a Child Safe traveller?
21. Where would you expect to see this campaign? Would you share this information with friends or family travelling to the region? Why/why not?





Child Safe Tourism

Take action against abuse

www.childsafetourism.org

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