Child Safe Tourism updates from the Mekong Sub-Region

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Project Childhood Prevention Pillar

29th meeting of World Tourism Network on Child Protection
Berlin, 7 March 2014
A program to protect children from sexual exploitation in tourism

An initiative of the Australian Government’s overseas aid program

Implemented by World Vision (Prevention) and UNODC (Protection)

Operating in Cambodia, Lao PDR, Thailand and Vietnam
Our prevention approach

- Duty Bearers
- Parents & Carers
- Children

Layers:
- National Tourism Organisations
- Tourism Industry
- Tourists & Travellers
Education & training highlights
Educating girls and boys
Over 8000 (Jun 12- Dec 13)
Educating parents and carers
Almost 2000 (Jul 12-Dec 13)
Educating community duty bearers
Over 2000 (Jul 12-Dec 13)
Training tourism sector
Almost 2000 (Jan 12-Dec 13)
Latest market research
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.

- Tourists learnt about the issue though media, popular culture and/or word of mouth prior to their arrival.

- Some tourists linked child exploitation to a particular type of tourist (e.g. ‘paedophiles’) but few were aware of the fact that different well-meaning tourist behaviours can leave children vulnerable to exploitation.
2. Almost all tourists (95% of those surveyed) encountered local children

- Many interactions left tourists feeling sad, guilty, concerned and disappointed.

- Many tourists expressed a desire to be able to do more to help, and others expressed frustration that more was not being done locally to combat child exploitation.

- Some tourists stated that their visit to the region would be improved if children were deemed better protected.
Given money to a child begging
Bought goods from a child
Took photos of local children
Visited an orphanage
Visited a ‘slum’ area
Played/talked with local children
Volunteered with local children
Saw unsupervised children on the streets
Saw children working in tourist facilities
Saw children working in night time entertainment facilities
Saw children working in tourist facilities
Saw children working in night time entertainment facilities
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.

- Tourists from Asia were 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

- Tourists decisions on how to respond were rarely straightforward. They tended to make conscious internal assessments about what to do 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 help and queried how effective their actions would be anyhow.
5. Tourists believed the tourism industry and/or governments in the region should take more action to tackle child exploitation

• 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.

• Many tourists said they would be likely to support tourism businesses that implemented child safe practices.
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 and said the materials would influence their future behaviour.

- Tourists who reported previously being exposed to child safe messages had much lower rates of involvement in interactions with children that could perpetuate or leave them vulnerable to exploitation.
Child Safe Travellers are less likely to inadvertently put children at risk of abuse.

Activities that can put children at risk:
- Tourists who understood child safe tourism
- Tourists overall

- 'Orphanage' tourism: 3% (Tourists who understood) vs. 15% (Tourists overall)
- Gave to children begging: 3% (Tourists who understood) vs. 15% (Tourists overall)
- Bought from a child: 9% (Tourists who understood) vs. 28% (Tourists overall)
- Photographed children: 9% (Tourists who understood) vs. 26% (Tourists overall)
Tourists to South East Asia want:

1. **clear information** about how to be a child safe traveller.
2. **more consumer choices** that align with child safe tourism.
3. **to be part of the change**, led by governments and the tourism industry.
Campaign highlights
Help protect our children –
Be a Child Safe Traveller

ACTION 1
If you see or suspect child abuse, call 1288 (police) or 092 311 511 (NGO) immediately.

ACTION 2
Instead of giving money directly to children begging or selling food or souvenirs, support reputable children’s charities or social enterprises that help get children off the streets.

ACTION 3
Choose hotels and businesses that implement child protection standards.

ACTION 4
Before visiting or volunteering with vulnerable children, research the organisations to ensure they have standards and procedures that protect children's physical and emotional wellbeing.

ACTION 5
Don’t engage in any sexual activity with any person under the age of 18 years.

To learn more about what you can do to help protect children in Cambodia, visit www.childsafetourism.org

Help protect our children –
Be a Child Safe Traveller

1288 / 092 311 511
www.childsafetourism.org

Help protect our children –
Be a Child Safe Traveller

If you see a child you believe is at risk of abuse, call 1288 (police) or 092 311 511 (NGO) immediately.

www.childsafetourism.org
Help protect our children
Be a Child Safe Traveller

We all have a responsibility towards children, no matter where we are. Children working in and around tourism areas are especially vulnerable to physical, emotional and sexual abuse.

Small actions – like not giving money directly to children, but to local businesses that support children in their communities – can have a much greater impact in keeping children off the streets, and safe from harm.

If you see a child you believe is at risk of abuse, please call 1191 or 1362 immediately.

To learn more about what you can do to help protect children while travelling abroad, visit www.childsafetourism.org
Thailand

Flyer
(English, Chinese, Korean, Russian)

Tentcard
(English, Chinese, Korean)

Posters
(Thai, English, Chinese, Japanese, Korean)

Stickers
(Thai, English, Chinese)

Help protect our children
Be a Child Safe Traveller

If you see a child you believe is at risk of abuse, please call 1300

www.childsafetourism.org
Vietnam

**Poster**
(Vietnamese, English)

**Flyer**
(Vietnamese, English)

**Press**
(English)

**Tentcard**
(Vietnamese, English)

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**Be a Child Safe Traveller**

Children living and working in tourist areas are especially vulnerable to physical, emotional and sexual abuse. You can make a big difference to create a safer tourism environment and help prevent child abuse and exploitation.

**Actions**
- **Children**
  - Do not engage in any sexual activity with any person under the age of 18 years.

**Children’s rights**
- Consent is required before taking photos of children and never take them anywhere without the supervision and permission of their parents or guardians.

**Parents and guardians**
- Choose hotels and businesses that implement child protection standards.

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To learn more about what you can do to help protect children in Vietnam, visit [www.childsafetourism.org](http://www.childsafetourism.org)

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To learn more about what you can do to help protect children in Vietnam, visit [www.childsafetourism.org](http://www.childsafetourism.org)
Digital and regional campaign

Be a Child Safe Traveller

Children living and working in tourist areas are especially vulnerable to physical, emotional and sexual abuse. Your small actions can make a big difference to create a safer tourism environment and help prevent child abuse and exploitation.

ACTION 1
Child sexual abuse is against the law. Never engage in any sexual activity with a person under the age of 13 years.

ACTION 2
Instead of giving money directly to children begging or selling goods or souvenirs purchased from local businesses and social enterprises that support families and communities, or donate to reputable children's charities.

ACTION 3
Please don't support 'orphanage tourism'. Visiting and volunteering with children in institutional care can be detrimental to their emotional and physical well-being. Instead support organisations and initiatives that enable children to be cared for within a family.

ACTION 4
Always ask permission before taking photos of children and never take them anywhere without the supervision and permission of their parents or guardians.

ACTION 5
Spread the word about Child Safe Tourism. Share this information with your friends and family while you travel and when you return home.

ACTION 6
If you see or suspect child abuse tell your hotel, tour guide or someone who can take action to protect the child. Contact numbers for Cambodia, Laos/PDR, Thailand and Vietnam, as well as International agencies, are listed on www.childsafetourism.org

To learn more about what you can do to help protect children in South East Asia, visit www.childsafetourism.org

Side ad
Be a Child Safe Traveller
www.childsafetourism.org
Travelling to Thailand? The choices you make can impact children's lives

Top ad
Be a Child Safe Traveller
www.childsafetourism.org
Travelling to Thailand? The choices you make can impact children's lives

Mindshare

Euromonitor International
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