

THE GROWING ROLE OF **MEDIA** IN SHAPING GLOBAL AWARENESS AND PROTECTION OF CHILDREN



UNWTO 7TH MEETING OF THE WORLD TOURISM NETWORK ON CHILD PROTECTION

ITB BERLIN - MARCH 09TH, 2012

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Tourism is a Powerful Force of Progress

A close-up photograph of a human hand with the index, middle, and ring fingers extended upwards, while the thumb and pinky are curled in. The hand is positioned on the left side of the frame. The background is a dense, vibrant green lawn with individual blades of grass clearly visible. On the right side of the image, there is white text. The text '3RD' is at the top, followed by 'BIGGEST SECTOR' in a larger font, and 'Behind Automotive & Banking' in a smaller font below it.

3RD

**BIGGEST
SECTOR**

Behind
Automotive
& Banking



1 IN 12 JOBS



5%

GLOBAL GDP (DIRECT)

30% SERVICES EXPORTS



NATIONAL COMPETITIVENESS



LOCAL PRIDE



UNDERSTANDING

SUPPORT
FREEDOM

VISIT
EGYPT





GLOBAL DIPLOMACY

What We Often Forget...

TOURISM is Conscience in Action.

**Tourism Works to
Take Care of What
We Care For**



TOURISM is Force for Protection

Including the Protection of **CHILDREN**





**Still, Some
Issues Remain
Silent**

The Dark Side of Tourism



A young girl and her elderly "child sex tourist" client captured on film on the beach at Pattaya, Thailand. "Child sex tourism" draws men from wealthy countries to less developed countries where they take advantage of economically vulnerable women and children and weak criminal justice systems

solicit sex with the minor.

Child Sex Tourism [CST] entails tourists, mostly men, engaged in sex trafficking by purposely traveling to known sex destinations, seeking anonymity in pornography or prostitution, or engaging in pederasty with young children and homosexuality with young and older adults.

These sexual offenders come from all different cultures and socio-economic levels, many holding positions of government and religious leadership, faithfulness, and trust. The U.S. Department of State reported previous cases of CST involving U.S. citizens that included a pediatrician, a retired Army sergeant, a dentist, and a university professor. Many times, the sex tourists travel with illegal drugs purposely to control the minor's will or to bait and

The **MEDIA** is playing a growing role in shaping awareness of the need for the protection of **CHILDREN** .



**Effective,
enduring MEDIA
attention forces
attention on even
the most
sensitive issues.**



**...making it
impossible to look
away...**

**and inspiring
action.**

A Powerful Example

The image features a large, red, stylized CNN logo in the center. To the left of the logo is the word "the" in a small, grey, sans-serif font. To the right of the logo is the text "Freedom Project" in a large, bold, black, sans-serif font. Below "Freedom Project" is the tagline "Ending Modern-Day Slavery" in a smaller, grey, sans-serif font. The background is a photograph of a green field with scattered white plastic bags and debris. In the distance, there is a line of trees and a sunset sky with orange and yellow clouds. A small, dark, triangular object is visible in the upper left sky area.

the **CNN** **Freedom Project**
Ending Modern-Day Slavery

May 27th, 2011

03:40 PM ET

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How to Help: Travel and tourism

Throughout the week, Richard Quest, of Quest Means Business, has tackled the issue of sex tourism - the act of traveling to another country with the intention of soliciting sex from prostitutes. While this may seem condemnable in itself, the real tragedy occurs when these prostitutes are children who have fallen victim to sex trafficking.

We started the week off with a success story in [Dan Rivers' piece on Thai sex trafficking](#) - the Thai Police busted a sex slavery ring, rescuing nine young boys who had been held captive and abused. The ring leader was sentenced to 84 years in prison (later halved because the convicted cooperated with investigators and the court), and a monk who admitted to abusing the boys was sentenced to 21 years in prison. While a definite success, there is still much work to be done.

Fortunately, there are efforts being made to put an end to sex tourism. We interviewed several experts in the field, including [John Morton](#), the [Director of U.S. Immigration and Customs Enforcement](#). He discussed the operation Twisted Traveler, which actively pursues Americans who travel abroad and abuse children. The operation's achievements are possible because of the cooperative relationship it has with international partners.

Several preventative efforts are under way as well. For example, [ECPAT](#) has partnered with Accor Hotels. As explained by Sophie Goldburn-Flak, executive vice president of Accor, has committed to raising awareness of the issue and is training its staff to identify victims and properly deal with the situation.

Jennifer Silberman, vice president of global diversity and corporate responsibility with Hilton, has also spoken to us about [Hilton's role in the fight against human trafficking](#). We also heard from Marilyn Carlson Nelson, Chairman and Chief Executive Officer of [Carlson Companies](#), and Taleb Rifai, [UNWTO](#) Secretary General.

CNN Freedom Project: Turning the lens on a hidden modern-day problem

by VALLI KELLER on MARCH 30, 2011



**The MEDIA turns
uncomfortable
whispers into loud,
far-reaching,
comforable cries out
for action.**

**Together, the
TOURISM sector &
the MEDIA can turn
issues into world-
wide impact.**

THANK YOU