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



CACHET CONSULTING

UNWTO 7TH MEETING OF THE WORLD TOURISM NETWORKON CHILD PROTECTION ITB BERLIN - MARCH 09TH, 2012

PRESENTED BY: ANITA MENDIRATTA



## Tourism is a Powerful Force of Progress





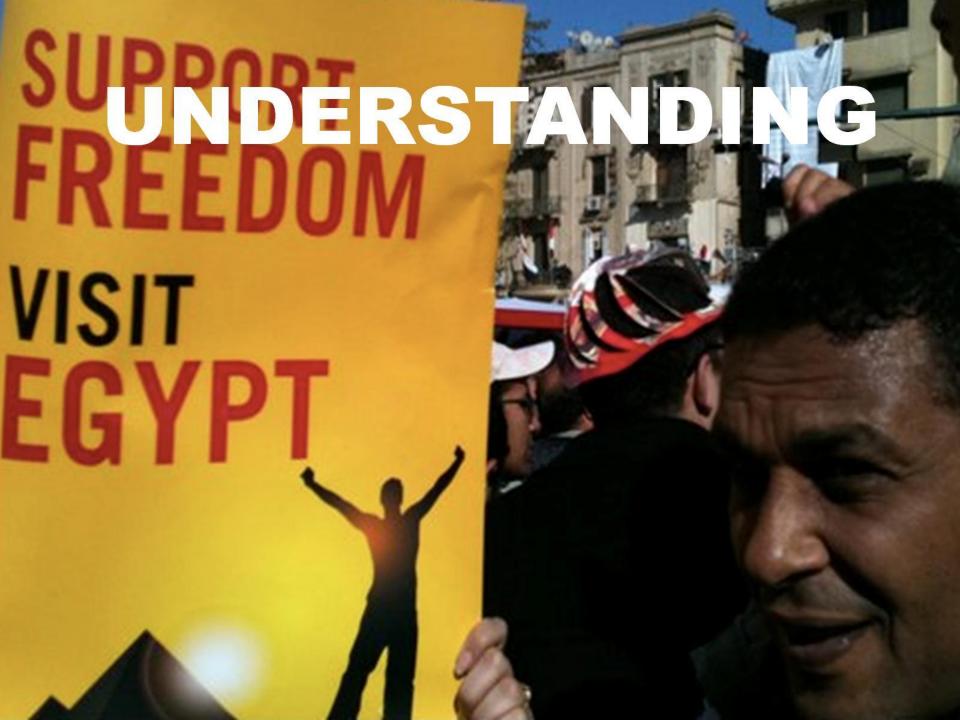














## What We Often Forget...

## TOURISM is Conscience in Action.





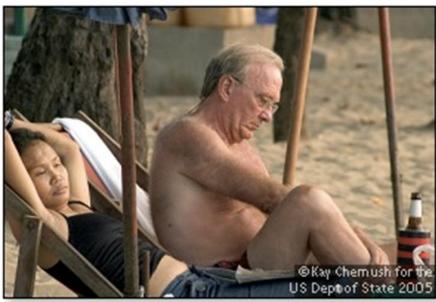
# TOURISM is Force for Protection

## 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

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

solicit sex with the minor.

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

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

## ...making it impossible to look away...

and inspiring action.

### A Powerful Example





### 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 worldwide impact.

## THANK YOU