

Research with travellers
from 5 West European countries



Reluctance to report sexual exploitation of children related to travel and tourism

How to overcome obstacles to report suspicions of child sexual exploitation
when it is witnessed in another country



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This research is part of the European project "ALERT ACTORS REPORT: A protective environment for children to live free from sexual exploitation in the travel/tourism/hospitality sector". This report is produced by Defence for Children – ECPAT the Netherlands, with joint data collection from Universiteit Leiden, ECPAT Austria, ECPAT Belgium, ECPAT France and ECPAT Germany. The publication is produced with the financial support of the Rights, Equality and Citizenship (REC) Programme of the European Union. The contents of this publication are the sole responsibility of Defence for Children – ECPAT the Netherlands and can in no way be taken to reflect the views of the European Commission.



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Summary

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Sexual exploitation of children in the context of travel and tourism is a worldwide phenomenon that has been worsening since the 1990s due to the availability of cheap travel and the development of new technologies. These crimes are largely underreported. This study examined what kinds of obstacles exist to report suspicions of child sexual exploitation while travelling abroad and how to increase people's willingness to report.

The research consisted of a literature review, an online survey for travellers, and subsequent focus group discussions in Austria, Belgium, France, Germany and the Netherlands. In total 1,081 people participated in the survey (not all respondents answered all questions) and 90 people participated in the focus group discussions (29 tourism professionals, 24 experts and 37 young travellers).

Awareness of the existence of sexual exploitation of children in travel and tourism

In all the five countries the focus groups concluded that most people would not be aware of the signals of sexual exploitation of children and how to report incidents because the phenomenon doesn't occur in plain sight but more so in hidden spaces. Although many of the respondents of the survey were familiar with the phenomenon (95%), the majority were not aware of the reporting websites (72%).

Participants of the survey mentioned Southeast Asia as the number one continent where they believe sexual exploitation of children takes place (50%). Thailand was the country mentioned most. People were not very aware that sexual exploitation of children in travel and tourism also happens in Europe or European countries (only 11% mentioned it).

Many people believe that hotels are being used for sexual exploitation of children (44% of 838 respondents mentioned this in descriptions of where they think that sexual exploitation of children takes place). It is in the interest of the hotel industry to do something to improve this image and fight human trafficking.

Actions taken when witnessing a suspicious situation

The research confirmed the under-reporting of sexual exploitation of children in the context of travel and tourism. Of the 831 respondents of the survey, 183 travellers witnessed possible signals of sexual exploitation of children while they were travelling. Together they assumed to have witnessed 250 to 300 child victims. However, only 4% reported their suspicions to local authorities or at a reporting website/ECPAT. Another 10% reported suspected exploitation to someone at the hotel, restaurant, or to a travel guide or tour operator. The majority discussed the suspicious situation with their travel companions but did not make a report.

Obstacles to report

The study found the following obstacles to reporting:

- Not being sure; fear of false accusations
- Lack of trust that the police will act on the report
- No possibility of reporting anonymously
- Lack of knowledge on further involvement in the case
- Fear of getting the child(ren) into trouble
- Tourists don't expect it and don't want to be confronted with this during vacation
- Fear of getting involved in criminal activities

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- Fear of interfering in someone's personal life
- Fear of misinterpretation of the situation due to cultural differences
- Fear of misinterpretation of the situation due to mixed couples
- Lack of Wifi and forget to report later or afraid that it would be too late
- Being in a lazy holiday mode, not interested

Communication strategies

Travellers should be informed about sexual exploitation of children in the context of travel and tourism and of the availability of reporting websites, preferably at different stages of the travel (before, during and after). The tourism industry is in a unique position to play an important role in raising awareness. Campaigns should communicate signals of sexual exploitation of children related to travel and tourism and include testimonials of reporters and survivors, statistical data, and success stories. The tone should be positive and show that people can help a child when they report suspicious situations. Stereotypical thinking on gender and destinations should be avoided.

Reporting websites:

- Are found easily on the internet (with keywords people use)
- Are smartphone-friendly
- Have an option to report anonymously

Reporting forms:

- Are not too long and the questions not too difficult
- Provide examples of information to show what is expected
- Have an in-between save option to pause the report or add something later
- Have the possibility to upload pictures (when it is safe to do so)

It is important that reporters that have not reported anonymously receive a response.

The following Information should be present on reporting websites:

- How to report (clear, short and easy reporting form that is easy to locate on the website)
- That a report can be made anonymously
- What steps are taken after a report
- What the role of the reporter is after a report
- Success stories of previous reports
- Examples of information in reporting form and that even a little information is also useful for the police
- How reporting could help children
- What to do if someone is not sure and how false accusations are being prevented

Introduction

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Sexual exploitation of minors is a crime everywhere in the world and has devastating effects on the wellbeing of children. The abuse takes place hidden away from potential witnesses, often in private houses, in cars, or outside. But the sexual violence also takes place in hotels, motels and resorts. Restaurants and clubs are being used as places to meet children. We must ensure that sexual exploitation does not take place right under the noses of other people at professional tourism facilities. There is a lack of active bystanders/travellers and professionals in the travel/tourism/hospitality sector who recognise signs of sexual exploitation and know how to respond in the best interest of the child. There is reluctance to report and a lack of awareness amongst potential witnesses. When potential witnesses are alert and notice suspicions of sexual exploitation, there should be no obstacles to their reporting to the authorities. This research focuses on possible obstacles that Western European citizens might have to report suspicions of child sexual exploitation that they witness while staying abroad for holidays, business, volunteer work or for other purposes. Recommendations are made on how to overcome these obstacles and what reporting websites and promotion materials should contain to increase awareness of sexual exploitation of children and to decrease the reluctance to report.

An online survey with subsequent focus group discussions were conducted to answer the research questions.

The main research question is: How can European citizens be encouraged to make more and more meaningful reports on suspicions of child sexual exploitation when they are travelling abroad?

The sub-questions of the research are:

1. To what extent are European travellers aware of the existence of sexual exploitation of children in travel and tourism?
2. When travellers witness a suspicious situation during their stay in another country, what actions do they take?
3. What obstacles exist for people to report suspicions of sexual exploitation of children in travel and tourism?
4. What aspects do campaigns and/or reporting instruments need to have to address the obstacles to report suspicions of sexual exploitation of children related to travel and tourism?

This research is part of the European project "ALERT ACTORS REPORT: A protective environment for children to live free from sexual exploitation in the travel/tourism/hospitality sector" that is supported by the European Union. The project involves five ECPAT groups from Austria, Belgium, France, Germany and the Netherlands (coordinator) and is supported by Ministries, law enforcement authorities, travel/tourism/hospitality associations and companies, national low-threshold reporting mechanisms, INHOPE, Universiteit Leiden the Netherlands and ECPAT Luxembourg.

The Alert Actors Report project has three main objectives: (1) to build a strong and protective environment in the travel/tourism sector for children against sexual exploitation in five European countries through increased awareness, training (future) professionals, and building private sector commitment; (2) to strengthen cooperation between the different stakeholders in five European countries through (inter)national multi-stakeholders meetings and joint actions; and (3) to improve reporting mechanisms in five European countries by creating a reporting mechanism in France, developing quality standards, and training professionals.

Methodology

To discover what obstacles Western European citizens have to reporting sexual exploitation of children when they travel abroad and what measures should be taken to overcome these obstacles, literature was reviewed, an online survey with travellers was conducted, and focus group discussions were conducted in Austria, Belgium, France, Germany and the Netherlands.

Survey

The survey was held in Austria, Belgium, France, Germany and the Netherlands (see appendix 1 for the survey questions). On the one hand, travellers were approached online through social media channels of tour operators, universities, tourism schools and ECPAT (e.g. Twitter, Instagram and Facebook) and different travel Facebook groups. Offline recruiting on the other hand consisted of posters with a QR-code to access the survey at offices of tour operators, travel related shops, universities and schools and health care centres that offer vaccinations for travelling abroad.

Respondents survey per country	AT	BE	FR	GE	NL	Total
Number of respondents	120	392	134	143	292	1,081

Table 1: Number of people that participated in the survey in Austria (AT), Belgium (BE), Germany (GE), France (FR) and the Netherlands (NL). Not all respondents completed all questions.

Table 1 shows that data of 1,081 people from five countries was included in the analysis of the survey, using IBM SPSS Statistics 23. Tables and figures were produced with Excel. The participants' ages ranged from 18 to 99, with a mean of 34. The majority of the participants were female (68%). All the included respondents had travelled abroad in the past five years, and most of them travelled for the purpose of holiday (68% >75% of times). Very few travelled for business (78% rarely or never) or for volunteer work (95% rarely or never). Most of the participants were highly educated. The data for the survey was collected from the 4th of March 2019 through the 22nd of April 2019. Questions for the survey were formulated on the basis of the literature review and an interview with a Dutch behavioural specialist (Anjo Travaille from the advising company 'Bovenkamers'), specialized in influencing human behaviours. The survey contained a mix of open and multiple-choice questions and was first tested with 27 respondents at the Holiday Fair in the Netherlands. The results of the survey formed the basis for the questions for the focus group discussions with tourism professionals, experts and young travellers. Respondents had chance to win a small present for participating in the survey.

Focus Group Discussions

The results of the survey were discussed in detail in focus group discussions organized in Austria, Belgium, France, Germany and the Netherlands. Each country hosted three focus group discussions except for Austria, in which four sessions were organized (16 in total).

A total of 90 people participated in the Focus Groups Discussions: 29 tourism professionals, 24 experts, and 37 young travellers. The discussion was led by a moderator and transcribed by a second moderator. The members of the first focus group were young travellers who had been abroad for the purpose of holiday, backpacking, study and volunteer work. The members of the second focus group worked in the tourism sector and had different functions and years of experience. The last group were experts such as social scientists, people who deal with reports of crime, communication scientists, sociologists, campaign and hotline experts and police officers. There was a standardized PowerPoint presentation to structure the focus group discussions. From the focus groups discussions transcripts were made which were translated into English and analysed with the program ATLAS.ti 8.4.2. Two researchers (bachelor students of Universiteit Leiden and Universiteit van Amsterdam) coded all the transcripts and checked each other's work to prevent bias.

Limitations of the research

The survey was distributed within ECPAT networks, which does not represent all citizens of each country. This limitation influenced the results, especially on the knowledge of the phenomenon and terminology. Most of the participants in the survey were female (68%) and had a high level of education. This limitation might also skew the results, as the sample does not precisely replicate the travelling population in the 5 countries.

There were some technical problems during the study for Germany that resulted in an uneven start of survey distribution among the countries and perhaps resulted in fewer responses. Another limitation of the study was the length of the questionnaire. If participants had witnessed more than one suspicious situation of sexual exploitation, they had to respond to 107 questions because separate questions were asked about the presumed victims in each situation. Since participating in a study is always a burden, having a longer questionnaire will not enhance the number of responses. The length of the questionnaire could be to blame for the people dropping out of the survey halfway through. Especially in Germany, some questions were answered by a small number of people, resulting in limited information.

For each time a respondent to the survey had witnessed a suspicious situation, she or he was required to fill in the number of victims and for each of these victims the gender and estimated age. Due to a technical mistake in the survey, information on the gender and the estimated age of the possible victims in the first suspicious situation was replaced by the information of the gender and estimated age of the second suspicious situation that was witnessed. When people had witnessed something a third time, the information on the gender and estimated age of the possible victims replaced the information of the second time they witnessed something (and so on). Therefore no exact data could be included on the gender and estimated age of the assumed victims. There might also be a small bias in the number of possible victims. Therefore, it was decided not to provide an absolute number but a range in the number of potential child victims.

The survey was focused only on incidents in which respondents had witnessed suspicious situations of sexual exploitation of children during their travels to another country. Respondents were not questioned on signs of sexual exploitation of children in their own countries; therefore, incidents involving domestic travellers in the five countries were not included as well as what actions people took when witnessing a suspicious situation.

Literature review

Sexual exploitation of children

Sexual exploitation has become a growing means of exerting violence against girls and women as well as boys and men. Human trafficking is a serious crime and a violation of human rights. It is on the rise due to increasing mobility, the development of new technologies, and the generally low risks and high profit involved. Sexual exploitation is the main purpose of human trafficking, both globally and in Europe. Although data shows that the majority of the victims are women and girls (95%)¹, both boys and girls are vulnerable to sexual exploitation. Boys are more involved in street-based prostitution, or in public places, whereas girls are more involved in institutional settings, such as brothels (based on research in South Asia).² Given the strong prejudices against homosexuality in many countries, sexual exploitation of boys tends to be more clandestine and remains largely unaddressed.

It is understood cross-culturally that children are vulnerable and require adult protection to ensure their physical and psychological well-being. Despite this, it has been estimated that 8% of men and 20% of women around the world are sexually abused before the age of 18.³ Most of these children are ethnic minorities who usually lack any form of higher education and mostly come from neglectful or abusive families.⁴ The impact of sexual exploitation on each individual child cannot be overstated. For survivors, the legacy can include severe and life-long physical, emotional and psychological damage. Many endure repeated beatings and rape. Girls become pregnant. There is a high risk of sexually transmitted infections such as HIV. Child victims encounter financial difficulties (alcohol/drug debts, stealing, housing problems) and struggle to reintegrate into society, obtain justice, and go to school. Sexual exploitation of children also fractures families and local cultures and undermines the future prospects of entire communities.⁵

Travel/tourism/hospitality sector

Offenders gain access to vulnerable boys and girls through several channels: via establishment-based prostitution (bars, karaoke venues, beer gardens, massage parlours and brothels); through direct or facilitated solicitation of children living and/or working in public places such as beaches or marketplaces; as well as by engaging in volunteer or professional work involving contact with children such as schools and orphanages, including schools, orphanages and humanitarian aid. Additionally, the Internet and other technologies are widely used by offenders to plan crimes and by traffickers to advertise victims.⁶ There is a rise in internet-based exploitation in which traffickers are live-streaming child sexual abuse.⁷ Sexual exploitation of children has shifted from street-prostitution and other public places to indoor locations such as brothels and clubs, hotels and guesthouses in urban, rural and coastal settings.⁸ The travel/tourism/hospitality sector is being used to facilitate sexual exploitation of children.

- 1 The gender dimension of human trafficking, Voronova S., Radjenovic A., European Parliamentary Research Service, 2016
- 2 Sexual Abuse and Exploitation of Boys in South Asia - A Review of Research Findings, Legislation, Policy and Programme Responses, Frederick J., UNICEF Innocenti, 2010
- 3 The prevalence of child sexual abuse in community and student samples: A meta-analysis, Pereda, N., Guilera, G., Forns, M., Gomez-Benito, J., *Clinical Psychology Review* 29(4), 2009
- 4 Sexual exploitation of children in the tourism - the dark side of tourism, Mekinc, J., & Music, K., *Innovative Issues and Approaches in Social Sciences* 8(2), 2015
- 5 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016
- 6 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016
- 7 Study on the Effects of New Information Technologies on the Abuse and Exploitation of Children, Steven Malby, S, et al., United Nations Office On Drugs And Crime, 2015
- 8 Sexual Abuse and Exploitation of Boys in South Asia - A Review of Research Findings, Legislation, Policy and Programme Responses, Frederick J., UNICEF Innocenti, 2010

Tourism has seen extraordinary growth over the past 20 years. While tourism development can bring enormous positive developmental effects to communities, research evidence suggests that the rush for tourist dollars poses a threat to children in the absence of measures to ensure their protection.⁹

Destinations

The Global Study on sexual exploitation of children in travel & tourism¹⁰ concluded that no region is immune. The availability of cheap travel and the opening of EU borders have fuelled sexual exploitation of children in travel & tourism, especially in Central and Eastern Europe. While the previous focus has been on offenders travelling from developed countries to less-developed countries, the study concludes a large proportion of the crime is committed by domestic and regional travellers. Western and Southern European countries have long been sources of travelling child sex offenders, but some are now destinations. Also, there is a clear link with business travellers and workers who are highly mobile (migrants, transport industry) and new tourism products and services (i.e. semi-private services such as Airbnb, Uber, party travel, voluntourism, anonymous hotel reception, etc.) are imposing risks to children.

Western offenders tend to choose Eastern countries for engaging in sexual activities with children and have Thailand, Cambodia and Vietnam as their leading destinations.¹¹ These countries are easily accessible and relatively inexpensive due to a large number of budget flights to these countries.¹² Another reason that offenders mainly tend to travel to these countries is that many western men fantasize about having sexual relations with girls and women of colour. Offenders, therefore, mainly target Eastern women in order to fulfil their desire of having a different sexual experience.

Obstacles to report

At present, there is no sound estimate of the non-detected number of victims of sexual exploitation worldwide. Through a Multiple Systems Estimation method in the Netherlands by the National Rapporteur,¹³ it was shown that the estimated number of victims of exploitation is more than five times as high as the number of registered victims. The group of minor victims is the least visible, with only 11% of the victims known to authorities.

According to a study in 2017, children exploited in prostitution or pornography are particularly unlikely to report abuse. Many do not perceive themselves as victims, distrust the justice system, risk retaliation and stigma, and fear long-term placement in government facilities.¹⁴ Since children's silence about sexual exploitation may be the leading barrier to their ability to access justice and one of the most difficult to overcome, reporting by bystanders and professionals is crucial.

A study has investigated Americans' perceptions of child sex abuse and its relationship to the offense location and the victim's culture. The research showed that individuals perceived sexual offenses committed inside the U.S. as more severe than offenses committed outside the U.S. and that sexual crimes were viewed as less severe when occurring in "other" cultures as

9 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016

10 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016

11 Sexual exploitation of children in the tourism - the dark side of tourism, Mekinc, J., & Music, K., *Innovative Issues and Approaches in Social Sciences* 8(2), 2015

12 Sexual exploitation of children by travellers: American perceptions of foreign victims, Kosuri, M. D., & Jeglic, E. L., *Journal of sexual aggression* 23(2), 2017

13 Victim monitor 2012-2016, Dettmeijer-Vermeulen C.E., Hageman S.E., Kragten-Heerdink S.L.J., Nationaal Rapporteur Mensenhandel en Seksueel Geweld tegen Kinderen, 2017

14 Through the Eyes of the Child: Barriers to Access to Justice and Remedies for Child Victims of Sexual Exploitation, Lynch D.C., ECPAT International, 2017

opposed to those occurring in Western cultures.¹⁵ This study showed that suspicions of sexual exploitation outside a person's own country is potentially even more under-reported. The results show the need to create measures to increase awareness of travellers of the role of their fellow nationals in sexual exploitation of children at tourism destinations.

Research on reluctance of reporting of child abuse under professionals show that the willingness to report are lowest with sexual abuse and emotional abuse. Especially 'not being sure' and 'fear of false accusations' are reasons often given for not reporting.¹⁶⁺¹⁷⁺¹⁸

It is argued that victims and third parties have different decision-making processes in choosing whether to report a (general) crime or not. This is because third party witnesses - as opposed to victims - don't directly benefit from reporting a crime. Witnesses report a crime only when they are concerned with the collective good.¹⁹ They want to reassure that the social order is restored.²⁰ Reporting, however, depends on the information available to them at that time.²¹

Reporting crime also depends how the crime is perceived. There are incident- or crime-specific aspects key to determining the seriousness of the crime.²²⁺²³ If the crime isn't perceived as serious enough, people tend to report less.²⁴⁺²⁵⁺²⁶ The seriousness of a crime depends upon the amount of harm to the victim. Perceiving the crime as serious mainly meant that significant harm had been done to the victim.²⁷ Another aspect is individual-specific, which refers to factors such as age, gender, race, income, marital status, employment and education.²⁸

Bystanders tend to report less if they perceive that the police will not act on their report.²⁹⁺³⁰ Bystanders also report less when they fear losing their anonymity and when they are concerned about their further involvement in the case. Third parties fear to give testimony in court or to play a significant role in a long police investigation. They may want to help the victim but are hesitant to see the case all the way through. Another fear bystanders have is being held accountable if someone gets hurt or punished because of their actions.³¹⁺³²

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- 15 Child sex tourism: American perceptions of foreign victims, Mahathi D. Kosuri and Elizabeth L. Jeglic, *Journal of sexual aggression*, 2016
 - 16 Teachers' reporting of suspected child abuse and neglect: behaviour and determinants, Goebbels A.F., Nicholson J.M., Walsh K, De Vries H., *Health Educ Res.* 23(6), 2008
 - 17 Case, teacher and school characteristics influencing teachers' detection and reporting of child physical abuse and neglect: results from an Australian survey, Walsh K., Bridgstock R., Farrell A., Rassafiani M, Schweizer R., *Child Abuse and Neglect*, 32, 2008
 - 18 Information sharing and reporting systems in the UK and Ireland: professional barriers to reporting child maltreatment concerns, Bunting, L., Lazenbatt A., Wallace I., *Child Abuse Review*, 19, 2010
 - 19 Same Question, Different Answers: Theorizing Victim and Third Party Decisions to Report Crime to the Police, Galvin, M. A., & Safer-Lichtenstein, A., *Justice Quarterly* 35(6), 2018
 - 20 Reporting crimes to the police: The status of world research, Skogan, W. G., *Journal of research in crime and delinquency*, 21(2), 1984
 - 21 Organizations in action, Thompson, J. D., New York: McGraw-Hill, 1967
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 - 23 Coping with Crime, Skogan, W. G., & Maxfield, M. G., Beverly Hills: Sage, 1981
 - 24 Crime in Public View, Mayhew, P., Clarke, R. V. G., Burrows, J. N., Hough, J. M., & Winchester, S. W. C., Home Office Research Study No. 49, 1979
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 - 27 How Serious Is Serious Crime, Reiss, A. J., *Vanderbilt Law Review* 35, 1982
 - 28 Decision Making in Criminal Justice, Gottfredson, D., & Gottfredson, M. R., Cambridge: Ballinger, 1980
 - 29 The victimoffender relationship and calling the police in assaults, Felson, R. B., Messner, S. F., & Hoskin, A., *Criminology* 37(4), 1999
 - 30 Coping with Crime, Skogan, W. G., & Maxfield, M. G., Beverly Hills: Sage, 1981
 - 31 Dynamic influences on bystander actions: Program recommendations from the field. Rothe, P. J., Elgert, L., & Deedo, R., University of Alberta, 2002
 - 32 Bystander response to arterial bleeding: Helping skills, the decision-making process, and differentiating the helping response, Shotland, R. L., & Heinold, W. D., *Journal of Personality and Social Psychology* 49, 1985

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In conclusion the literature demonstrates that reporting depends upon:

- The age, gender, race, income, marital status, employment and education of the witness
- How severe the situation is perceived
- If the crime happens outside a person's own country
- How much information is available of the crime (not being sure; fear of false accusations)
- If there is trust that the police will act on the report
- If people can report anonymously
- If people know what their further involvement will be in the case

Results: Knowledge of travellers

To answer the sub-question on the level of awareness of travellers on the existence of sexual exploitation of children in travel and tourism, respondents of the survey were asked if they were aware of phenomenon before they participated in the survey. The vast majority were already aware (overall 95% of 775 respondents for this question). When testing their knowledge on specific terminology, more than half of the respondents (60%) had heard of the term 'sexual exploitation of children in travel and tourism' and 'child sex tourism'. Only 20% had never heard of both terms (see figure 1). Responding to the question whether the survey participants had ever been in contact with prostitution, 30% of 1,070 people mentioned that they had seen adult sex workers while travelling. Of those who saw sex workers, 9% witnessed them in a hotel. Very few had ever bought sexual services or did not acknowledge in the survey having done so (see figure 2).

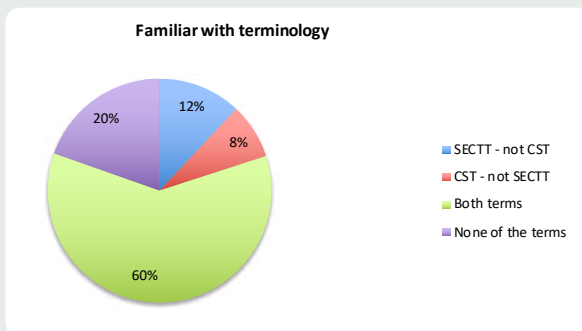


Figure 1: Familiarity with terms SECTT (sexual exploitation of children in travel and tourism) and CST (child sex tourism). (N = 775)

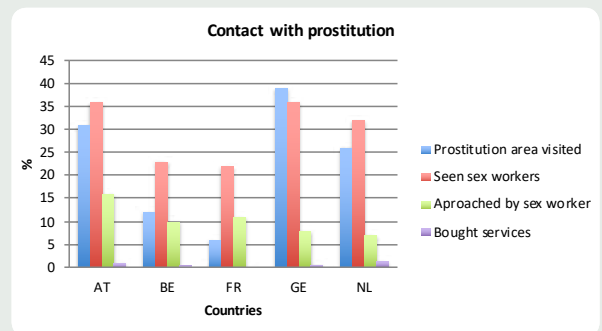


Figure 2: Level of contact with prostitution. (N = 1,070)

Open questions asked survey respondents to describe a typical offender, a typical victim, places where they think sexual exploitation of children occurs, and the countries where they believe it happens. Almost half (40%) of the 838 respondents who answered these open questions mentioned that there is no typical description of an offender, since anyone could abuse a child, both males and females (see figure 3, next page). Still approximately half of the respondents (45%) also mentioned men specifically as an offender type. Approximately one-fourth of the respondents (27%) also believed that many offenders are older men (over 35 years of age). In the descriptions of possible victims, 86% of the respondents did not mention a specific gender (they mentioned child(ren) or both girls and boys). Only 14% only mentioned girls as typical victims. Noteworthy to mention is that on average, almost half of the respondents (44%) mentioned hotels/motels as places where the child abuse takes place. On average 30% of the respondents thought that it happens out of sight of tourism, such as in dark alleys, private homes, old buildings and cars (see figure 4, next page).

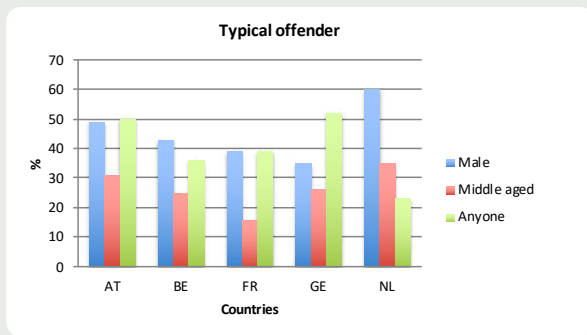


Figure 3: Description of a typical offender. (N = 838)

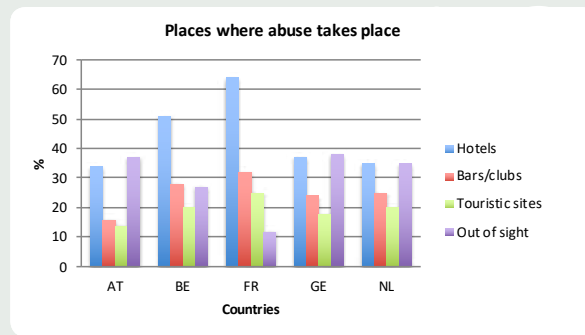


Figure 4: Description of places where sexual exploitation of children in travel and tourism occurs. (N = 838)

Half of the respondents (50%) mentioned Asia or Asian countries as typical destinations for sexual exploitation of children in travel and tourism. Dutch respondents, especially, mentioned this often (see figure 5). On average, 39% of the respondents were convinced that it could happen everywhere in the world. Europe was mentioned least (11% of the 838 respondents), and participants then mostly referred to Eastern Europe as a region where sexual exploitation takes place.

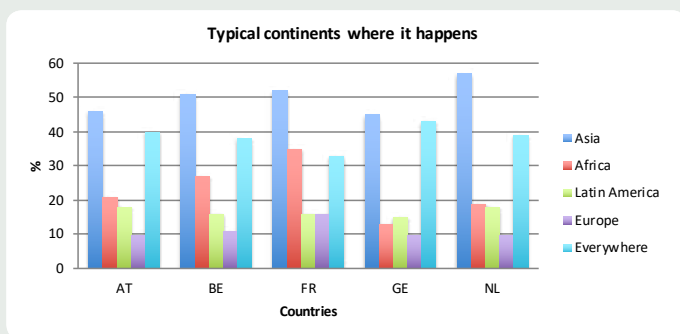


Figure 5: Description of countries where it occurs. (N = 838)

All of the focus group participants in the five countries agreed that they think most people are unaware of the signals of sexual exploitation of children, because the phenomenon doesn't occur in plain sight but more in hidden spaces. Most young travellers in the focus groups (except for Austria) were not very familiar with the phenomenon, nor the fact that it could be reported via several websites. The tourism professionals and experts in all countries were aware (mainly due to trainings facilitated by ECPAT) that the travel and tourism industry is being used for sexual exploitation of children. Not all of them, however, were sure what kind of situations the phenomenon exactly covered or that it could be reported in one's own country. Dutch tourism professionals argued that it was hard to distinguish this phenomenon because of the large grey area in these types of situations. In several countries the tourism professionals acknowledged that they could play a greater role to make people aware of the phenomenon, although many travel agencies already include information material in their travel documents.

Results: Actions taken when witnessing suspicious behaviour

Victims witnessed

More than three quarters of the 831 respondents of the survey who answered this question never witnessed signals of sexual exploitation of children abroad (78%). Still, 22% had suspicions regarding particular situations with children (see figure 6 per country). The number of children involved in these suspicious situations was 250 to 300 in total. Some respondents had witnessed suspected illicit activity more than one time (up to 3 times), and these situations often involved more than one possible victim at the same time (up to 5 victims). Almost half of the witnesses (42%) were sure to very sure that the possible victim was a child. The majority realised immediately (or later on that trip) that they had witnessed signs of sexual exploitation of children (83%). Most of the travellers who witnessed suspicious situations travelled without a tour guide (80%). Of the travellers who were with a tour guide when they witnessed it, 29% remembered that the travel guide raised awareness about the subject in the group at the start of the trip.

Most of the 250 to 300 possible victims were girls and were believed to be around the age of 11 to 18 years. Respondents claimed that the suspects in the suspicious situations were mostly Western looking men (European, American, Canadian) (50%). Others could not guess what the nationality would be (20%).

Destinations



Figure 6: Word cloud with countries where respondents witnessed possible victims of sexual exploitation of children. (N = 183)

Many different countries were mentioned as destinations where travellers witnessed signals of sexual exploitation of children, but Thailand was mentioned disproportionately often (44 times). Other South Asian countries were mentioned several times: Philippines (9 times), Cambodia (8 times) and Indonesia (7 times). The Gambia was mentioned 4 times and Brazil was mentioned twice (see figure 6).

Some descriptions of the suspicious situations

Often the suspicious situation was witnessed in bars, clubs, restaurants and hotels:

"There were very young-looking girls scantily dressed at a bar that gave massages to older white men. Travel companions mentioned that this was such a place where old men come to have sex with young girls." (Netherlands)

"In a bar in Thailand there were very young girls dancing. It was possible to have sex with them. This is an accepted industry in Thailand. As an individual, one can regret the existence of it but not change it." (Belgium)

"An elderly man was standing with a girl at the Phuket's night zone. The man could be married to a Thai and the girl was his daughter, but it's no place or the hour to be with his daughter." (Belgium)

"There was a fat man with a very young girl in a restaurant. The girl barely spoke English and the man could not keep his hands off the girl." (Belgium)

"A man was touching a young girl in an obscene manner in a restaurant. She had a close face, did not smile and said: 'you have to wait until we are hidden.'" (France)

"At the exit of a hotel I saw 2 elderly men hand in hand with 2 young women who seemed minor." (France)

"Couple of years ago a man came into a beach club with a very young girl. When they wanted to sit down, the waiter asked the man to leave the premises." (Netherlands)

"I saw a Western looking man with a relatively young woman at breakfast in a hotel. The girl was dressed very provocatively." (Netherlands)

Respondents witnessed also signs of sexual exploitation of possible minors on the street:

"In Ho Chi Minh City (Vietnam) there was a child standing alone as if waiting for someone. Then a man approached the child. The child was looking around and was visibly anxious. When the child wanted to leave, the man followed it and put his arm around the child. Luckily, there was another couple who scared the man away and waited with the child until its mother arrived." (Austria)

"An old man was wandering with a young girl of around 16 years old. The girl was not smiling and seemed frustrated, as if she was dominated. She did not speak." (Belgium)

"Young girls on the street who ask elderly Western men to take them out for diner. It was prostitution on the street." (Germany)

"There were old European looking men walking with young African girls that they were kissing all the time." (Germany)

"I saw a man having sex with a boy of around 18 in an alley near a busy street." (Netherlands)

DON'T LOOK AWAY

Some people speak openly about it:

"A French retiree with a local child told us about his life, totally insinuating the fact of an affair with the child." (France)

Reporting actions

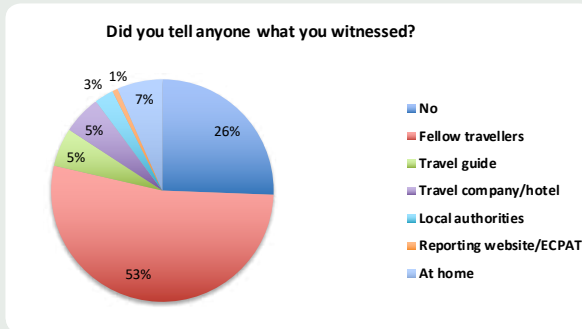


Figure 7: Whether respondents told anyone of their suspicion of child sexual exploitation. (N = 183)

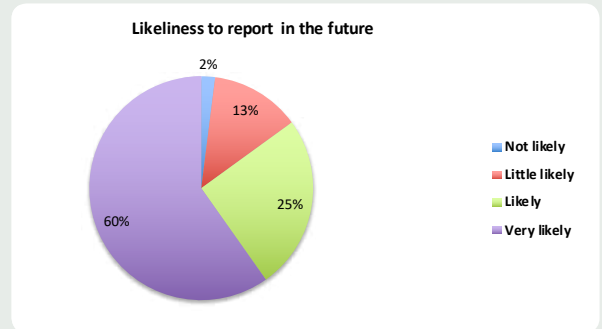


Figure 8: Likeliness to report suspicious situations in the future. (N = 833)

Although 85% of the respondents answered that they would likely to very likely report suspicious situations of child sexual exploitation in the future, 86% of the people who had witnessed such a situation within the past five years had not reported either through reporting websites or the police (see figures 7 + 8).³³ A quarter (26%) did not tell anyone of their suspicions, whereas 60% told fellow travellers or to family and friends at home. Only 4% reported an incident they witnessed to local authorities or at a reporting website/ECPAT. Another 10% did tell someone at the hotel or restaurant, the travel guide, or the tour operator. When respondents explained in an open question what happened after they had told someone about the suspicious situation, approximately 90% responded that nothing happened. People discussed it or were indignant, but no one helped the child. In one case the travel group who made a report to the police had to support the child and bring her into safety:

After we reported a suspicious situation, the hotel kept the suspect and the child in the restaurant until the police came. I gave a statement to the police and the man was taken to the police station. Nobody looked after the girl and our travel group took care of her. (Netherlands)

³³ Due to technical error in survey, there is a small bias possible. See for further explanation paragraph 'Limitations of the research' in chapter 'Methodology' (page 7)

Results: Obstacles to report

As Figure 9 shows, the survey demonstrated the main obstacles to report were that people are not sure if a crime actually happened and therefore were afraid of making false accusations. Fear of getting the child(ren) in trouble was also often given as obstacle to reporting. People also fear that nothing will be done with the report and find important the possibility to report anonymously.

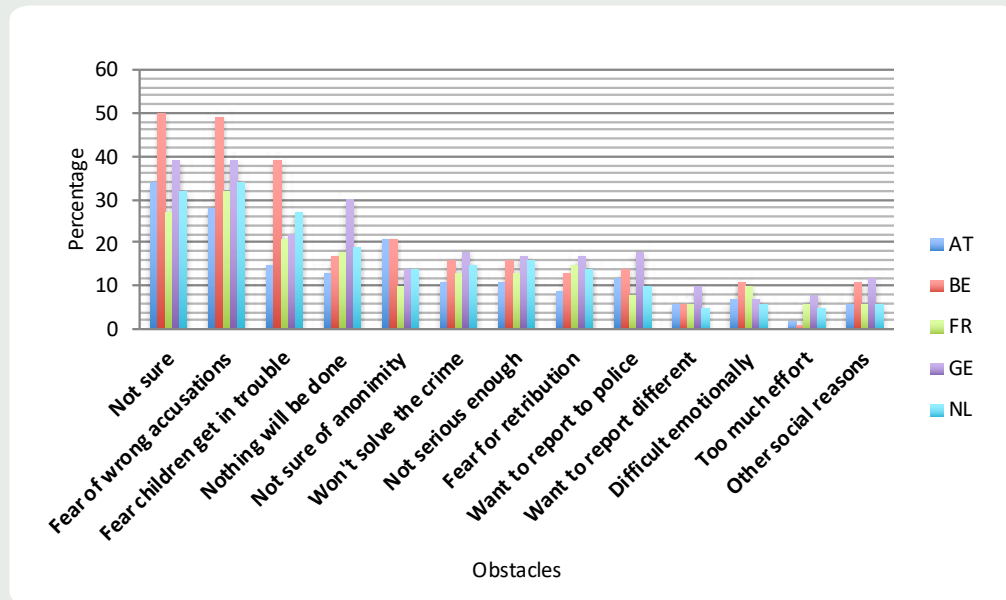


Figure 9: Obstacles that would stop people from reporting were tested with a 5-point scale in the survey. (N = 724)

Not aware or sure

All of the focus group participants in the five countries agreed that the most prominent obstacle is not being sure if a crime actually happened and being afraid of wrongly accusing someone. In a world where many couples are from different cultures, it may be hard for people to see whether a situation is okay or not. It is hard to judge a relationship from the outside. Others believe that people might think that the phenomenon is normal in the country they are visiting and blame it on cultural contexts and customs. Another prominent obstacle to reporting revealed by the focus groups was that people on holiday don't really pay attention to clues of sexual exploitation of children, since they don't expect it and don't want to be confronted with such heavy subjects on their vacations. Tourists simply don't recognize the phenomenon as such and therefore don't report it. Since the awareness of boy victims is even lower and there is the taboo on homosexuality, reports on boys lag behind. People can also downplay the situation, telling themselves that they have little information and therefore authorities won't be able to do anything about it.

Lack of trust and information on what happens with the report

As did the survey, the focus groups also revealed that an important obstacle to reporting is that people believe reporting will not make a difference. They fear that local police won't do anything and might be corrupt. It was emphasized that ensuring that individuals know what will happen with the report helps to allay this concern by reducing the insecurities that decrease people's willingness to report. In Austria, France and the Netherlands, focus groups noted that people are afraid of getting involved in a criminal investigation during their holiday.

These interviewees emphasized the importance of anonymous reporting. It is also important to let reporters know what happens with the victim, since surprisingly many participants in the survey and the focus groups mentioned as an obstacle to reporting the fear of getting the child(ren) into trouble. The absence of feedback was also experienced as an obstacle to reporting. It was advised that it would help if people knew that their report made a contribution to combatting child sexual exploitation. Otherwise people don't want to use up their energy on this endeavour, especially since people are in the holiday comfort zone and may not feel it as their call to make a report.

Lack of access to Internet

Respondents in Belgium and Austria stressed the obstacle of having limited access to the Internet in the country where the sexual exploitation of children occurred. Witnesses could therefore forget to report (when they regain access to Wifi) or think it doesn't make sense anymore and that it is too late. Experts in Belgium mentioned that in some countries people leave their phone or laptop in the room safe because of fear of losing it or getting it stolen. Also, in non-European countries connecting to a network could be expensive or unsafe.

Lack of knowledge of reporting websites

Of the 774 respondents who answered the question on their knowledge of reporting websites, on average of 72% were not familiar with their national reporting website nor with the international reporting website (www.dontlookaway.report). The international reporting website, especially, was not well known (see figure 10). In Belgium and Netherlands there was a lack of knowledge. Since France does not yet have a national reporting website, knowledge of the old name (www.reportchildsextourism.eu) and the new name (www.dontlookaway.report) of the international reporting websites was tested. More than half of the respondents in the 5 countries of the survey (53%) would use terms as child abuse and child exploitation to search online for a reporting possibility. Little more than a quarter (28%) would also use terms as child sex tourism, child prostitution or sex tourism. On average, 11% of respondents would use police as one of the search terms (see figure 11).

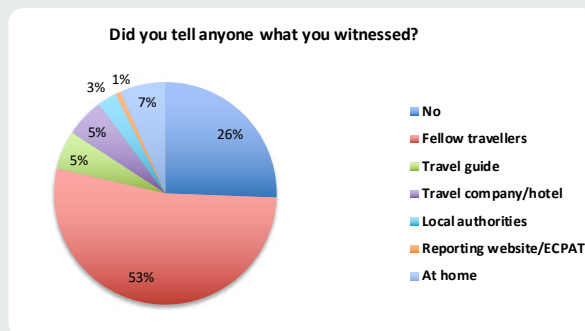


Figure 10: Familiarity of national reporting websites and the international reporting portal dontlookaway.report. (N = 774)

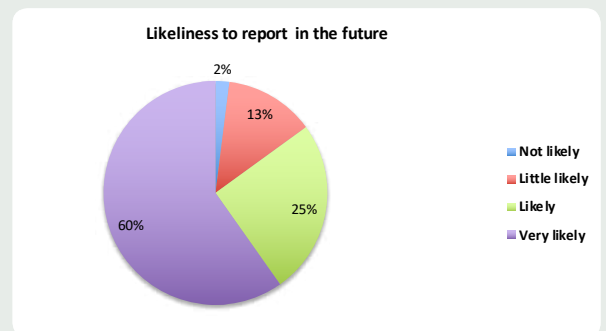


Figure 11: Search terms used when searching online for reporting possibilities. (N = 774)

Results: Aspects that increase willingness to report

Table 3 illustrates factors that were found in this research to increase people's willingness to report when they have witnessed a suspicious situation. When participants in a country have not mentioned a certain aspect, it does not mean they do not agree. The table shows which aspects were discussed during the focus group sessions.

Aspects that increase willingness to report	AT	BE	FR	GE	NL
Knowing what happens with a report	X	X	X	X	X
Knowing the role of the reporter after reporting	X	X	X	X	X
Examples of success stories	X	X	X	X	X
Possibility to report anonymously	X	X	X	X	X
Confidence that reporting does not mean arresting the suspect	X	X		X	X
Access to easy reporting possibilities		X	X	X	
Confidence that they will receive feedback after a report	X	X			X
Knowing that little information can also be useful for the police	X				X
Knowing that it can be reported at police in own country		X	X		
Knowing that people could report to their travel agents					X

Table 3: Aspects that would increase the willingness to report that were mentioned in the focus group discussions in Austria (AT), Belgium (BE), Germany (GE), France (FR) and the Netherlands (NL).

Respondents of the online survey were confronted with different motivating factors and had to choose to what extent a factor would make them more likely to report (on a five-point scale). The three main motivators to report that respondents agreed most with were: (1) knowing what happens with a report; (2) Understanding the role of the reporter after he or she makes the report; and (3) Hearing about success stories in which reporting led to justice or safety for a child. All the focus groups agreed with these survey results. They concluded that people want to see the steps to success and see what happens with the report in order to remove all kinds of prejudices, fears and misconceptions. Transparency is key. Furthermore, in all the countries the need for an anonymous reporting option was stressed. What was also considered as important in most countries was that people know that the police verify reports and that suspects are not being arrested without evidence.

The focus group discussions also lead to the conclusion that people need feedback: for instance with a follow-up email thanking them for their report. People should know that even incomplete reports are useful. Even if they don't directly lead to an arrest, the report could contribute to breaking cases or locating hotspots.

Focus group participants in several countries stressed the need for simple and easily accessible reporting hotlines and the possibility of reporting to their own police. People would be more motivated to report if they knew their national police were involved, as many people don't trust the local police in developing countries.

Results: Key aspects in campaigns and reporting websites

Information on reporting websites

The research revealed that in order to overcome obstacles to report sexual exploitation of children in the context of travel and tourism, reporting websites should provide the following information:

- How to report (clear, short and easy reporting form that is easy to locate on the website)
- That a report can be made anonymously
- An explanation of the steps that are taken after a report
- An explanation of the role of the reporter after a report
- Success stories of previous reports
- How reporting helps children
- What to do if someone is not sure or is afraid of making false accusations

The focus groups stated that reporting websites need to be smartphone-friendly, and it should be easy to see where and how to report. The reporting form shouldn't be too long, and the questions shouldn't be too difficult. Examples of information that could be reported would make it easier for people to see what is expected of them. It was advised to have an in-between save option to pause the report or add something later. The possibility to upload pictures was found very important (for the police), but it must be clear that people should not bring themselves in danger taking the picture. It should be clear what sort of crimes can be reported at the reporting website, and links to other relevant reporting channels should be displayed.

Tone of voice of the campaign

According to the focus group participants, campaigns should demonstrate the warning signs of sexual exploitation of children related to travel and tourism and should include testimonials of reporters or survivors, statistical data and success stories. French participants thought it would be nice to have a quiz where people test their knowledge of a reportable situation. All focus groups countries concluded that campaigns with a positive tone, such as 'You can save this child' or 'This child is saved because of someone's report', would make more people willing to report. People need to know that reporting will actually help the cause. Austrian participants believed that a campaign that allows people to imagine that the victim is someone they love would arouse the motherly and the fatherly instinct and therefore increase reporting motivations. Some participants in Germany thought a negative tone of voice would also work by displaying what might happen to the child if people do not report. Dutch participants claimed that excessive drama should be avoided. It was also suggested that campaign materials should be adapted for different target groups, taking into account differences between men and women and the special needs of young travellers.

Images

In several countries participants claimed that shocking images would be remembered more. A campaign should catch the attention and shake up people. One suggestion was to start with a positive campaign and work up to more shocking images. French participants advised not to use ordinary situational images of a man and a child that don't necessarily represent sexual exploitation of children and which might simply represent a father and a daughter on vacation. They believed this could lead to people becoming suspicious of everything. Campaign images should not contain only Asian children because this would strengthen stereotypical thinking and create tunnel vision towards specific countries. Next to girls, campaign images should also include boys.



Image: Don't Look Away Campaign and website 2014



Image: website www.nicht-wegsehen.net

Channels

Participants felt that awareness campaigns must be both offline and online, since older people may not really get in touch with the online campaign. Offline suggestions included displaying materials at public travelling spaces, vaccination agencies and places where people get their travel visas. Most focus groups were convinced that traditional channels such as television, radio and newspapers still have a great impact, especially if the campaign were presented on a talk show, a travel program or in a documentary. Austrian participants advised interviewers to find well-known ambassadors that support the campaign, as doing so will enhance their impact.

Youngsters favoured spreading messages using online bloggers. They saw Instagram and YouTube as the main channels to reach young travellers, but also noted the efficacy of online travel platforms. Youngsters also suggested spreading a video online showing how a report could help a child. Reaching youth could be done through schools, student travel organizations, and exchange programs of universities. French professionals warned against targeting young children, as the campaign might scare them from travelling. When designing campaigns targeted at youngsters, young people should be involved in their design and distribution.

All focus groups mentioned that travel and tourism companies should provide information on reporting child sexual exploitation in travel documents, through travel guides, at online booking websites, on planes, in magazines, in newsletters, and on their social media channels. Tourism professionals weren't sure flyers and brochures are useful for their customers, mainly because most of the travel agencies worldwide are going paperless. Dutch experts felt quality certifications in hotels would help travellers and tourism agencies to know which hotels are protecting children against sexual exploitation.

DON'T LOOK AWAY

Time of campaigning

Many participants of the focus groups believed that a good time to launch the campaign was right before the summer holidays start. Thus, travel agencies could implement the campaign in their communications. Campaigning online during the holiday season wouldn't have the desired effect because on holiday people don't use the Internet to search these kinds of things; rather, they spend that timesharing their experiences with loved ones.

Don't Look Away

The slogan 'Don't Look Away' was perceived very differently among all of the participants of the focus groups in all of the countries. Some thought that the slogan would motivate people to report, whereas others thought it was too aggressive and blaming. Focus group participants in the Netherlands and Belgium, especially, believed that the 'Don't Look Away' slogan has a blaming character. According to these participants, the slogan should be changed into something more positive, as most people are prepared to report but don't know where and what to report exactly. A negative communication could put people off. It was argued that making people feel guilty for not reporting wouldn't enhance their willingness to report in the future. Suggested was that the campaign should not read 'Don't Look Away', but rather 'Report even when in doubt' or 'Report Child Sexual Exploitation: Better Safe Than Sorry'. Thus, people would be encouraged to report even if they only suspect sexual exploitation of children and are not sure.



Although only 22% of 831 respondents of the survey had witnessed possible signals of sexual exploitation of children while travelling, those 183 people are presumed to have seen 250 to 300 potential victims. Sadly, in the majority of the cases (86%), the facts witnessed were not reported to local authorities or at a reporting website. Only 4% reported what they saw to the police or reporting websites, and 10% told someone at the hotel or restaurant, the travel guide, or the tour operator. This confirms the major under-reporting of sexual exploitation of children described in the literature.³⁴ On a hopeful note, 85% of the respondents of the survey said they will likely report their suspicions of child sexual exploitation in the future, although this response could be simply a socially desirable answer.

Gender of the victims

Most of the possible victims identified via the responses were girls. This finding was also expected, as the literature shows a very high percentage of victims of sexual exploitation to be women and girls (95%)³⁵. Given the strong prejudices against homosexuality in many countries, sexual exploitation of boys tends to be more clandestine.³⁶ Due to this extreme hidden nature of sexual exploitation of boys, there is also less chance that travellers witness it. Furthermore, several studies have shown that people make more reports when victims are female.³⁷⁻³⁸⁻³⁹ The survey showed that people are aware of the fact that both girls and boys can become victims of sexual exploitation (86% mentioned child(ren) or both genders).

Destinations

The Global Study on sexual exploitation of children in travel & tourism⁴⁰ concluded that no region is immune from this evil. Many of the respondents of the survey thought that it often happens in poor countries, but 39% specifically mentioned that it happens everywhere in the world. Asia is still the number one continent mentioned in the survey (50%), with South East Asian countries being mentioned especially frequently. Thailand was by far the number one country mentioned as destination where respondents of the survey had witnessed possible signs of sexual exploitation. Thailand, Cambodia and Vietnam are mentioned by Mekinc & Music (2015)⁴¹ as leading destinations for Western travelling child sex offenders. The Philippines was a country that was also mentioned frequently in the survey as a destination where respondents witnessed possible child sexual exploitation. The Global Study⁴² also showed that more and more countries in Europe have become destinations for sexual exploitation of children in travel & tourism, especially in Central and Eastern Europe. Respondents of the survey rarely mentioned specifically Europe or European countries in their description of countries where sexual exploitation of children in travel and tourism takes place (11%).

34 Victim monitor 2012-2016, Dettmeijer-Vermeulen C.E., Hageman S.E., Kragten-Heerdink S.L.J., Nationaal Rapporteur Mensenhandel en Seksueel Geweld tegen Kinderen, 2017

35 The gender dimension of human trafficking, Voronova S., Radjenovic A., European Parliamentary Research Service, 2016

36 Sexual Abuse and Exploitation of Boys in South Asia - A Review of Research Findings, Legislation, Policy and Programme Responses, Frederick J., UNICEF Innocenti, 2010

37 Coping with Crime, Skogan, W. G., & Maxfield, M. G., Beverly Hills: Sage, 1981

38 Reporting crime to the police, 1992-2000, Hart, T. C., & Rennison, C. M., Washington, DC: US Department of Justice, Office of Justice Programs, 2003

39 Reporting crime to the police, 1973-2005: a multivariate analysis of long-term trends in the National Crime Survey (NCS) and National Crime Victimization Survey (NCVS), Baumer, E. P., & Lauritsen, J. L., *Criminology* 48(1), 2010

40 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016

41 Sexual exploitation of children in the tourism - the dark side of tourism, Mekinc, J., & Music, K., *Innovative Issues and Approaches in Social Sciences* 8(2), 2015

42 Offenders on the move, a global study on sexual exploitation of children in travel and tourism, Hawke A., Raphael A., ECPAT International, 2016

There is still some stereotypical thinking regarding where exploitation occurs and people might therefore be less alert to the signals of sexual exploitation of children when they travel in Europe.

Role of the tourism sector

In the survey hotels were mentioned very often (44% of 838 respondents) as places where sexual exploitation of children occurs or where it was witnessed, even more than bars and nightclubs (25%). Therefore, it is in the interest of the hotel industry to do something to improve this reputation by implementing measures to protect children such as the criteria of The Code of Conduct for the Protection of Children against Sexual Exploitation in Travel and Tourism (www.thecode.org). Most survey respondents who travelled with a tour guide did not remember the tour guide providing information on sexual exploitation of children and how to report it (71%). Improvement in this area could lead to significant gains. Tourism professionals in the focus group discussions acknowledged that although travel companies provide information on the topic, their involvement could be much higher. Of the online survey respondents who had witnessed a suspicious situation, only 10% relayed what they saw to a tour guide or other tourism professional. This figure would possibly increase if tourism professionals better informed their clients and customers about the subject and about reporting possibilities.

Level of awareness

Most of the respondents of the survey were familiar with the phenomenon of sexual exploitation of children in the context of travel and tourism (95%). Because the survey was distributed through ECPAT channels, travel forums and tourism professionals, the respondents possibly had more affinity with the subject than the average person. This could explain the high percentage of individuals familiar with the phenomenon. In the focus groups in all the five countries, participants concluded that most people are unaware of the signals and how to report. They argued that relatively few people know about it because the phenomenon doesn't occur in plain sight but more in hidden spaces. Most young travellers in the focus groups (except for Austria) were also not very familiar with the phenomenon, nor did they know it could be reported via several websites. Since children who are victims of sexual exploitation rarely make reports themselves,⁴³ reporting by bystanders and professionals is crucial. However, the majority of the respondents of the survey were not aware of reporting websites (72%). Therefore, much effort should be invested to increase the knowledge of travellers and tourism professionals on the existence of reporting websites.

Not being sure, afraid of false accusations

The online survey and focus groups supported conclusions from previous research^{16+17+18 (P11)} that the major obstacles to reporting are that people are not sure if a crime actually happened and therefore are afraid of making false accusations. This was confirmed in the focus group discussions. From the respondents of the survey that had witnessed a suspicious situation of sexual exploitation of children (22%), almost half of them were sure to very sure that it concerned a child. The majority realised what they had seen immediately or later on the trip.

43 Through the Eyes of the Child: Barriers to Access to Justice and Remedies for Child Victims of Sexual Exploitation, Lynch D.C., ECPAT International, 2017

Lack of trust that the police will act on the report

From the survey it was clear that an important obstacle to reporting was the fear that nothing will be done with the report (21% of the respondents). Participants of the focus groups argued that people fear the local police in the holiday destination won't do anything and might be corrupt. In descriptions of suspicious situations of sexual exploitation of children, respondents mentioned several times that local people knew about these activities but that police would do nothing. It is therefore important that travellers know reports can also be made in their home country to their own national police. When people search online for places to report sexual exploitation of children, only 11% used the word 'police' in the survey. This could show the importance of the existence of low-threshold online reporting possibilities.

Possibility to report anonymously

As in previous research,⁴⁴ respondents of the survey and participants of the focus group discussions stressed the importance of the possibility to report anonymously. In the focus groups it was discussed that people are afraid that they would get involved in a criminal investigation during their holiday. For that reason, participants emphasized the importance of anonymous reporting. On the other hand, focus group members also emphasized the importance of getting feedback, which is not possible when people report anonymously.

Terminology

Terms such as 'child prostitution' or 'child sex tourism' do not fully communicate the harm that is being done to the child and the fact that this activity is a crime. Therefore, these terms are increasingly replaced with alternative terms, considered less harmful or stigmatizing to the child. According to the Luxembourg Guidelines⁴⁵, it is advised to use the terms 'sexual exploitation of children' and 'sexual exploitation of children in the context of travel and tourism.' These terms were also known to the majority of the respondents of the survey (60%). However, this elevated knowledge of the terms could be due to the fact that the survey was sent through ECPAT channels to partners in the tourism sector. The result could be very different had we broadened the survey to the average person. Still 28% of respondents remained unfamiliar with these terms. More than half of the respondents of the survey (53%) used 'child abuse' or 'child exploitation' as search words to find a reporting possibility on the Internet. Little more than a quarter (28%) used (also) terms as 'child sex tourism', 'child prostitution' or 'sex tourism'. These terms were more frequently mentioned by Dutch respondents (39%), possibly since the Dutch reporting website is in the process of name changing and was at the time of the survey still called 'report child sex tourism' (translated).

44 Dynamic influences on bystander actions: Program recommendations from the field. Rothe, P. J., Elgert, L., & Deedo, R., University of Alberta, 2002

45 Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse, Greijer S. & Doek J., ECPAT International and ECPAT Luxembourg, 2016

Conclusions

Answers to the research questions are:

Main research question:

How can European citizens be encouraged to make more and more meaningful reports on suspicions of child sexual exploitation when they are travelling abroad?

The tourism industry and organizations that fight child abuse should inform travellers about sexual exploitation of children in the context of travel and tourism and advertise the existence of reporting websites, preferably at different stages of potential travel (before, during and after). The tourism industry has a unique position and an important role to play in the awareness raising. Campaigns should demonstrate the warning signs of sexual exploitation of children related to travel and tourism and include testimonials of reporters and survivors, statistical data, and success stories. The tone should be positive and show that people can help a child when they report suspicious situations. It is very important to offer anonymous reporting. Information should clearly describe what happens to the report, the role of the reporter after the report, and the steps that are actually taken to show that appropriate authorities are responding to the report. Responses to and feedback on reports are therefore important when people do not report anonymously. It should also be made clear that even little information could be crucial in police investigations and that suspects are not arrested immediately, but the police will investigate to determine if the report can be supported by other police information. An understanding on the part of the public that the police will investigate before making an arrest is crucial to overcome the fear of making false accusations.

Sub-questions of the research:

1. To what extent are European travellers aware of the existence of sexual exploitation of children in travel and tourism?

In all the five countries the focus groups concluded that most people are not aware of the signals of sexual exploitation of children and how to report suspected exploitation, because the phenomenon doesn't occur in plain sight but more in hidden spaces. Although many of the respondents of the survey were familiar with the phenomenon (95%), the majority were not aware of the reporting websites (72%).

2. When travellers witness a suspicious situation when they stay in another country, what actions do they take?

In many cases, people discuss their suspicions with their travel companions, but fail to make a report to the police or a reporting website (86%). On the other hand, the vast majority of those surveyed intend to do so in the future if they see such suspicious activity (85%). When people look for reporting possibilities on the Internet, more than half of the respondents of the survey (53%) used 'child abuse' or 'child exploitation' as search words. Little more than a quarter (28%) used (also) terms as 'child sex tourism', 'child prostitution' or 'sex tourism'.

3. What obstacles exist for people to report suspicions of sexual exploitation of children in travel and tourism?

There are two primary reasons why people don't report: either they don't recognize signals of the sexual exploitation of children or they experience motivational obstacles to report suspicious behaviours. The main obstacles to reporting were that people are not sure if a crime actually happened and were therefore afraid of making false accusations. Additionally, a fear of getting the child(ren) in trouble was an obstacle to reporting. People also fear that nothing will be done with the report and find the possibility to report anonymously important.

The study confirmed obstacles for not reporting that were arrived from the literature:

- (Low) level of awareness
- Not being sure, fear of false accusations
- Lack of trust that the police will act on the report
- No possibility to report anonymously
- Lack of knowledge of further involvement is in the case

Additional obstacles to report that arrived from this research are:

- Afraid of getting the child(ren) into trouble
- Tourists don't expect it and don't want to be confronted with this during vacation
- Afraid of getting involved in criminal activities
- Fear of interfering in someone's personal life
- Fear of misinterpretation of the situation due to cultural differences
- Fear of misinterpretation of the situation due to mixed couples
- Lack of Wifi and forget to report later or afraid that it would be too late
- Being in a lazy holiday mode, not interested

4. What aspects do campaigns and/or reporting instruments need to have to address the obstacles to report suspicions of sexual exploitation of children related to travel and tourism?

The focus groups stated that reporting websites need to have a clear layout and that it should be easy to see where and how to report. The reporting form shouldn't be too long and the questions shouldn't be too difficult. Reporting websites should be found easily in search engines, be smartphone-friendly and contain images.

Information that should be given at reporting websites:

- How to report (clear, short and easy reporting form that is easy to locate on the website)
- That a report can be made anonymously
- What steps are taken after a report
- What the role of the reporter is after a report
- Success stories of previous reports
- Examples of information in reporting form and that little information is also useful for the police
- How reporting could help children
- What to do if someone is not sure and how false accusations are being prevented

DON'T LOOK AWAY

From the focus group discussions it can be concluded that campaigns should show signals of sexual exploitation of children related to travel and tourism and include testimonials of reporters and survivors, statistical data and success stories. The tone should be positive, imposing the feeling of helping a child. It was advised not to use ordinary situational images of a man and a child, since this could lead to people becoming suspicious of everything. Campaign images should also not only contain Asian children, because this would strengthen stereotypical thinking towards specific countries. Next to girls, campaign images should also include boys.

Checklist for reporting websites

DON'T
LOOK
AWAY

There is a need to improve the knowledge of travellers and tourism professionals on the existence of websites to report sexual exploitation of children in the context of travel and tourism. The tourism industry should play a key role in this. The tone of campaigns to improve reporting should be positive and give people the feeling that they can help a child.

Criteria reporting websites

- ✓ There is a possibility to report anonymously
- ✓ It has a clear layout
- ✓ It is easy to see where to make the report
- ✓ Responses are given to non-anonymous reporters (possibly automatically)
- ✓ It is found easily in search engines
- ✓ It is smartphone-friendly
- ✓ It contains images and short videos

Criteria reporting forms

- ✓ It is not too long and the questions not too difficult
- ✓ There are examples of information to show what is expected
- ✓ There is an in-between save option to pause the report or add something later
- ✓ There is the possibility to upload pictures (when it is safe to do so)

Information on reporting websites or campaigns

- ✓ Warning signs of child sexual exploitation in travel and tourism
- ✓ What sort of crimes can be reported and links to other relevant reporting channels
- ✓ How to report (clear, short and easy reporting form that is easy to locate on the website)
- ✓ That a report can be made anonymously
- ✓ What to do if someone is not sure and how false accusations are being prevented
- ✓ What steps are taken after a report
- ✓ What the role of the reporter is after a report
- ✓ Success stories of previous reports
- ✓ How reporting could help children
- ✓ That even little information could be useful for the police

It should be clear that people should not do their own investigation, but only report the information they have to the proper authorities.

Usage of images

- ✓ Do not to use ordinary situational images of a man and a child: this could lead to people becoming suspicious of everything
- ✓ Next to girls, images should also include boys
- ✓ Make children strong in the communication. Active children, not passive victims
- ✓ Ask yourself:
 - ✓ Has the person on the photo or its guardians gave permission to use it for this topic?
 - ✓ Is the dignity of the person in the picture assured?
 - ✓ Would the person in the photo be happy with this image of him/her for this topic?
 - ✓ If it were your child, your nephew or niece: would you like it if he/she is depicted like this?

Appendix 1 - Survey questions

Survey of travellers regarding the willingness and obstacles to report sexual exploitation of children whilst they are traveling.

Please check all that apply (option buttons) or fill in the blanks_____

Question 1: Informed consent and inclusion criteria

Thank you for your interest in our study. The purpose of this research is to improve campaigns and receive more reports about (signals of) child sex abuse by European travelers. This research is conducted by ECPAT in cooperation with Leiden University. If you choose to participate in this study you will get the chance to win (Fill out incentive you are offering)!

If you decide not to participate there will not be any negative consequences. Please be aware that if you decide to participate, you may withdraw from the study at any time and you may decide not to answer any specific question. The results will be treated confidentially and used for none other than research purposes. Participation in this study is completely voluntary.

For most people, filling out the questionnaire will take less than 10 minutes.

A. Do you wish to participate?

- Yes
- No

B. Do you live in _____ [name of country] (for the majority of the time)?

- Yes
- No

Question 2: Traveller

A. In the past five years, how many times have you (approximately) traveled outside of _____ [name of your country] (for business or leisure)?

- I have not been abroad the last five years
- Less than once a year
- About once a year
- About twice a year
- Up to four times a year
- More than four times a year

B. In the past five years I have been on:

Short trips (shorter than one week abroad)

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

Trips of one to less than three weeks abroad

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

Trips of three weeks to two months abroad

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

Trips of more than two months abroad

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

C. What has been the purpose of your travels abroad in the past five years?

My travels abroad have been for the purpose of leisure/ holiday

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

My travels abroad have been for the purpose of family visits

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

My travels abroad have been for the purpose of business

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

My travels abroad have been for the purpose of study

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

My travels abroad have been for the purpose of volunteering

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

D. What kind of travels have you made in the last five years and how often?

I have traveled with a travel agent, guide or organization and mainly visited touristic sites.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

I have traveled with a travel agent, guide or organization and mainly visited the local scenes, away from touristic sites.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

I have traveled with a travel agent, guide or organization and mainly stayed in one place with little to no sightseeing.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

I have traveled independently and mainly visited touristic sites.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

I have traveled independently and mainly visited the local scenes, away from touristic sites.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

I have traveled independently and mainly stayed in one place with little to no sightseeing.

- Never (0% of the times)
- Rarely (25% of the times)
- Sometimes (50% of the times)
- Most of the time (75% of the times)
- All of the time (100% of the times)

Question 3: Sex tourism

- A. Please check all that apply. During your travels abroad in the past five years, have you ever...**
- Visited an area of prostitution
 - Seen signs of offered services of sex workers
 - Been offered the opportunity to visit a sex worker
 - Seen a sex worker in a hotel
 - Seen a sex worker in a different context/location, namely_____
 - Been approached by a sex worker
 - Bought services from a sex worker
 - Gotten in contact with the sex industry abroad in a different way, namely_____
 - None of the above If participants choose this option they won't be able to choose a second option as well

Question 4: Sexual exploitation of children in travel and tourism

Sexual exploitation of children in travel and tourism, also known as child sex tourism, is the phenomenon where an individual stays abroad for a longer or shorter period of time and sexually abuses minors (younger than 18) in that country and/or sexually exploits them. This could be sexual abuse or exploitation in exchange for goods or monetary compensation.

- A. Were you aware of this phenomenon before you saw it in this questionnaire?**
- Yes, I was aware with the term 'sexual exploitation of children in travel and tourism' but not with the term 'child sex tourism'
 - Yes, I was aware with the term 'child sex tourism' but not with the term 'sexual exploitation of children in travel and tourism'
 - Yes, I was aware of both terms
 - Yes, I was aware of the phenomenon but not with the term
 - No

B. What do you think this phenomenon looks like?

- Please describe in your own words who you think a typical (suspected) offender in this instance could be. (Open-ended question)

- Please describe in your own words who you think a typical (suspected) victim in this instance could be. (Open-ended question)

- Please describe in your own words the kind of place in which you think this could occur (For example: type of location and building). (Open-ended question)

- Please describe in your own words where in the world you think this could occur. (Open-ended question)

Question 5: Witnessed (signals of) sexual exploitation of children in travel and tourism and reporting (Part 1)

A. How likely do you think it is that you will report (signals of) sexual exploitation of children while you are travelling abroad if you would notice them in the future?

Think about, someone isolating himself with a child, someone offering a child or young person for sex, someone looking for sexual services of young people, someone talking about a sexual experience with a child, someone who abuses a child through a foundation or organisation (such as an orphanage or school) or a hotel or organisation which allows child abuse on its premises.

- Not at all likely
- Little likely
- Somewhat likely
- Very likely
- Extremely likely

B. Do you remember seeing (signals of) this phenomenon during your travels in the last five years?

- Yes
- Maybe
- No

For the following questions, please think of the most recent time you have (possibly) seen or suspected sexual exploitation of children by travellers.

C. In which country did it occur?

D. What was the main purpose of this trip?

- Leisure/holiday
- Family visit
- Business
- Study
- Volunteering
- I don't remember

E. Were you alone when you (possibly) saw this/these signals?

- Yes > Proceed to question 5G
- No

F. Who were you with when you (possibly) saw this/these signals?

- One or two travel companions
- Three or more travel companions
- A travel agent or guide
- A travel agent or guide and my travel group
- Someone else, namely _____
- I don't remember

G. On this trip, did you travel with a travel agent or guide?

- Yes
- No > Proceed to question 5I
- I don't remember > Proceed to question 5I

H. Did your travel agent or guide alert you that you might come across (signals of) sexual exploitation of children at any point during your trip?

- Yes
- No
- I don't remember

I. In this specific instance, how many (suspected) victims were there?

- One > Proceed to question 5K-L-M-Q
- More than one > Proceed to question 5J - N1 through O
- I don't know > Proceed to question 5K-L-M-Q

J. How many (suspected) victims did you see?

- 2
- 3
- 4
- 5
- 6 or more

K. What was the gender of the (suspected) victim?

- Female
- Male
- Transgender
- Other
- I don't know

L. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

M. How old do you estimate the (suspected) victim was?

Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

The next questions will reappear for each (suspected) victim.

N1. What was the gender of one of the (suspected) victims?

- Female
- Male
- Transgender
- Other
- I don't know

O1. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

P1. How old do you estimate the (suspected) victim was?

Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

N2. What was the gender of a second (suspected) victim?

- Female
- Male
- Transgender
- Other
- I don't know

O2. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

P2. How old do you estimate the (suspected) victim was?

Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

N3. What was the gender of a third (suspected) victim?

- Female
- Male
- Transgender
- Other
- I don't know

O3. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

P3. How old do you estimate the (suspected) victim was?

Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

N4. What was the gender of a fourth (suspected) victim?

- Female
- Male
- Transgender
- Other
- I don't know

O4. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

P4. How old do you estimate the (suspected) victim was? Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

NOTE: Questions N5 through P5 will be shown to people who fill in that they have seen 5 victims or if they have seen 6 victims or more.

N5. What was the gender of a fifth (suspected) victim?

- Female
- Male
- Transgender
- Other
- I don't know

O5. How certain are you that that (suspected) victim was a child (younger than 18)?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

P5. How old do you estimate the (suspected) victim was? Please enter your best guess.

- 0-5 years
- 6-10 years
- 11-15 years
- 16-18 years
- I don't know

Q. Where do you think the (suspected) offender(s) was/were from? (Open-ended question)

R. When you witnessed (signals of) sexual exploitation of children by travellers, how certain were you that sexual activities took place, were going to take place or were offered?

- Not at all certain
- A little certain
- Somewhat certain
- Very certain
- Extremely certain

S. How harmful do you think this instance was for the (suspected) victim(s)?

- Not at all harmful
- A little harmful
- Somewhat harmful
- Very harmful
- Extremely harmful

T. Could you please describe what you have seen in more detail? For example, think of details about the (suspected) offender, what you know about the (suspected) victim, where it happened and what exactly you saw or heard. (Open-ended question)

Question 6: Reacting to sexual exploitation of children in travel and tourism

A. When did you realize you had (possibly) seen (signals of) sexual exploitation of children by travellers?

- On the spot
- Moments later on the trip
- When I arrived home
- Just now during the questionnaire
- At a different time, namely _____

B. When you (possibly) saw this (or the signals of it), did you share what you had seen with someone? Check all that apply.

- No, I did not > Proceed to question 6C followed by 6D
- Yes, I shared it with my fellow traveler > Proceed to question 6D followed by 6E and 6F
- Yes, I shared it with the travel agent or guided > Proceed to question 6D followed by 6E and 6F
- Yes, I shared it with the travel organization > Proceed to questions 6E and 6F
- Yes, I shared it with the local authorities (e.g. police or government) > Proceed to questions 6E and 6F
- Yes, I shared it via a reporting website > Proceed to questions 6E and 6F
- Yes, I shared it with someone else namely _____ > Proceed to question 6D followed by 6E and 6F

C. Why didn't you share what you had seen with someone? (Open-ended question)

D. Why didn't you report what you had seen to any type of organization? Check all that apply.

- I thought it was too much of an effort
- I did not know where to go or who to tell
- I did not believe anything would be done with my report
- I did not believe it would solve the crime
- I did not believe it was serious enough to report
- I was not absolutely sure if a crime actually happened
- I was afraid of wrongly accusing someone
- I did not want to hurt the (suspected) offender
- I was afraid of retribution by the (suspected) offender
- I was afraid of getting the child(ren) into trouble
- I feared negative social consequences
- I thought it was too difficult emotionally
- Another reason, namely _____

E. Why did you share what you had seen with someone?
(Open-ended question)

F. What happened after you shared what you had seen with someone?
(Open-ended question)

Question 7: Witnessed (signals of) sexual exploitation of children in travel and tourism and reporting (Part 2)

A. Do you remember seeing (signals of) sexual exploitation of children while travelling abroad a second time during your travels in the last five years?

- Yes > Proceed to question 5B
- Maybe > Proceed to question 5B
- No > Proceed to question 7

For the following questions, please think of the second most recent time you've (possibly) seen or suspected this.

B. In which country did it occur?

NOTE: The rest of question 5 part 2 (questions D through T) isn't different from question 5 part 1 from question 5D through T. Only questions 5A and 5B are different in part 2 from part 1. Therefore only these questions are portrayed here. Question 6 will follow as described above after question 5 part 2.

Question 8: Witnessed (signals of) sexual exploitation of children in travel and tourism and reporting (Part 3)

A. Do you remember seeing (signals of) sexual exploitation of children while travelling abroad a third time during your travels in the last five years?

- Yes Participants will be redirected to question 5B
- Maybe Participants will be redirected to question 5B
- No Participants will be redirected to question 7

For the following questions, please think of the third most recent time you've (possibly) seen or suspected this.

B. In which country did it occur?

NOTE: The rest of question 5 part 3 (questions D through T) isn't different from question 5 part 1 from question 5D through T. Only questions 5A and 5B are different in part 3 from part 1. Therefore only these questions are portrayed here. Question 6 will follow as described above after question 5 part 2.

Question 7, 8 and 9 will follow at the end of each survey for all participants.

Question 9: Creating more awareness for reporting sexual exploitation of children in travel and tourism

A. If you were abroad and wanted to report a suspicious situation where a child could be in danger to be sexually exploited by a traveller what kind of search words would you use to find a reporting website? (Open-ended question)

B. Reporting this can be done through the websites [Add your own hyperlink of your country for the reporting website] or www.dontlookaway.report (former name was: reportchildsextourism.org) . Did you know that?

- Yes, I knew both of these websites > [Skip to question 7D](#)
- I knew about _____
[Add your own hyperlink of your country for the reporting website but not about the other websites]
- I knew about www.dontlookaway.report but not about the other websites
- I knew about www.reportchildsextourism.org but not about the other websites
- No, I didn't know either one of the websites

C. Do you think hearing about these websites makes you less or more likely to report if you ever come across it?

- Much less likely that I would report
- Less likely that I would report
- No change
- More likely that I would report
- Much more likely that I would report

D. Please indicate for each of the following statements if they could be reasons for you not to report through these reporting websites.

I think it's too much of an effort

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

DON'T LOOK AWAY

I don't believe anything would be done with my report

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't believe it would solve the crime

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't believe it's serious enough to report

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I cannot be sure if a crime actually happened

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I am afraid of wrongly accusing someone

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't want to hurt the (suspected) offender

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I am afraid of retribution by the (suspected) offender

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

DON'T LOOK AWAY

I am afraid of getting the child(ren) into trouble

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I am afraid of other negative social consequences

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I thought it was too difficult emotionally

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't like reporting through a website, I'd rather report in a different way

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't like reporting through a website, I'd rather report directly to the police

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

I don't know if it's anonymous

- Would definitely stop me from reporting
- Would probably stop me from reporting
- Might stop me, might not stop me
- Would probably not stop me from reporting
- Would definitely not stop me from reporting

E. Can you think of any other reasons why people would not report through these websites?

- Yes, namely _____
- No, I don't know any other reasons why people wouldn't report.

F. Please indicate to what extent you agree with the following statements.

I would be more likely to report if I knew what my role was after reporting.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

I would be more likely to report if I knew what happened after I reported.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

I would be more likely to report if I heard success stories about what happened after people reported.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

G. How can we make sure people like you know that they can report on specific reporting websites when they see (suspicions of) sexual exploitation of children while travelling ?

Check all that apply

- A social media campaign
- A campaign in public spaces
- Campaigning on traveling spaces (such as airports)
- A campaign on travel apps
- A campaign on travel websites
- A campaign on travel forums
- Campaigning through travel organizations
- Campaigning through airline companies
- I have another idea, namely _____

H. What kind of information would you like to see on the websites that would encourage you to report? Check all that apply. I want to see..

- Success stories of previous reports
- An explanation how to report
- What happens to my report
- What my future role is when I report
- That my report can be done anonymously
- What the consequences are for me when I report
- How reporting could help the children
- Where else I could report
- A telephone number I could call
- An email address I could contact
- Other, namely _____

I. Do you have any other suggestions on how to get better reports?

- Yes, namely_____
- No

Question 10: Personal details**A. What is your gender?**

- Female
- Male
- Other

B. What is your age? (11-100)**C. What is your native language?**

- German
- French
- Dutch / Flemish
- Other, namely_____

D. Where do you live?

- In a city
- In a village

NOTE: The question below may be adapted into your own school system categories in order to make it more apprehensible for the respondents of your countries. However, please make sure it still aligns with the categories below.

E. What is the highest level of education you completed?

- No formal schooling or less than primary school completed
- Primary school completed (corresponding to around 6 years of education)
- Lower secondary school completed (UK equivalent – GCSE age 16)
- Upper secondary school completed (UK equivalent – GCSE age 18)
- Post secondary vocational training (completed at least one year)
- Undergraduate tertiary education (completed at least one year)
- Postgraduate tertiary school (completed at least one year)

Question 11: Closing statements

**A. Do you have any additions, suggestions or remarks after completing this questionnaire?
(Open-ended question)**

**B. If you wish to get a chance to win _____
(Fill out the incentive you are offering), please fill out your e-mail address below.**

**Your e-mail address will be solely used to draw a winner of the
_____ (Fill out the incentive you are offering) and cannot be
connected to your answers. The research team will get in touch with you if you have won.
(Open-ended question)**

E-mail adress:

You have completed the questionnaire.
Thank you very much for your participation in this research!

COLOFON

Reluctance to report sexual exploitation of children related to travel and tourism

How to overcome obstacles to report suspicions of child sexual exploitation
when it is witnessed in another country

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