



THE COMPLEXITY OF THE TERM SEXUAL TOURISM: APPROACH TO THE PROJECT TO PREVENT SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS

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ABSTRACT: In large part, attempts to understand tourism produce inadequate typologies that, in the desire to operationalize the phenomenon, hinder the clarity of the concept and encourage the ill-use of tourist destinations. It is in this way, in the context of globalization that sexual exploitation by tourism arises, associated with the exploitation of under ages in situations of social vulnerability, configure a complex approach to the term sexual tourism. In that framework, this article was elaborated with the objective to analyze the theoretical discussion of the term sexual tourism portrayed in the training courses for multipliers of the Project for the Prevention of the Sexual Exploitation of Children and Adolescents in Tourism of the Ministry of Tourism, in partnership with the Center of Excellence in Tourism of the University of Brasília in the light of the complexity of tourism through the participating subjects - the multipliers. The study adopted the research action and the dialectic method to investigate the level of understanding of the acquired knowledge from these trained actors in the different Brazilian regions, after the institutional training received in the years 2016 to 2017, with the perspective of pointing out possible ways to approach new content that allows the rereading of what may be sex tourism, fundamental to the most responsible practices of tourism professionals.

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INTRODUCTION

The theoretical discussion of the concept of sex tourism is not limited to a question of polysemy, but of a political and cognitive positioning on the relationships established from the meeting between tourists and hosts.

According to Moesch (2002, p. 18) "the choice of the tourist destination is stimulated by various motivations being much more complex, than the simple classifications of the market segmentation established when dealing with the supply and demand relationship".

There is no accurate formula to determine this choice when tourist decides to visit a tourist destination, besides the objective criteria: price, time, distance, product quality, indication, qualified information, easy access, there are countless motivations in the subjective field. Tourism transforms scenarios due to their visual importance, due to what is presented and the importance of looking - what is perceived, according to the conception of (Moraes, 2000, p.34) "it is a game that has always involved the spectacle".

Being Tourism pre-figuratively postmodern, due to its particular combination of visual and aesthetic, arousing interest in the final product, in this case, the term sexual tourism.

In this article was discussed the appropriation of the term sexual tourism by the multipliers, how was called the participants in the multiplier training course that took place in the years 2016 and 2017 in all regions of Brazil, starting in Brasília, Distrito Federal.

Finally, the content covered in the courses was discussed; the time spent building them; and whether the coaches were assertive in choosing the didactics used during the training course.

THEORETICAL REFERENCE

Displacements within a given country and even outside, or from outside to inside, reveal the importance of the sex product. In nowadays society, this corresponds to an accelerated change in social practices, values and uses of body that define a way of being oriented towards immediate satisfaction, the cult of beauty and the hedonistic cult of pleasure associated with it.

The phenomenon of contemporary sex tourism, which promotes displacement of masses, encompasses not only adult prostitution, but also homosexual tourism, as well as the dramatic child prostitution. It should be noticed that the latter is the target of successive efforts by various organizations, whether governmental or non-governmental, as well as by the World Tourism Organization (UNWTO), in an attempt to stop what is considered a heinous crime, pedophi-

lia and sexual exploitation of minors.

For Oliveira (2000, p.12) in contemporary times, in spite of maintaining patriarchal society, where women continue to have a different, if not inferior, role, sex is seen as an integral part of social life. The idea of basic need, being included in the division of the individual's life time as biological time, is elementary to a masculine conception of time, since despite the evolved society, the meaning of male sexual practice is different from that of women, attributing itself often pejorative senses to female sexual conducts, although the discourse of contemporary common sense has deconstructed the initial idea of mating, that is, a purely and simply gregarious sexuality.

Still for Oliveira (2000, p.16) sex tourism cannot be defined only as a kind of exotic prostitution, it goes beyond an expression. Touching many leisure-related behaviors, although it is not prostitution either, which is to say, in turn, that although it is not just sex, not just romance, nor just love, it is not excluded that these dimensions of human nature appear in it problematically. It is evident that there are somewhat more encyclopedic definitions.

It is in the context of globalization, that sexual exploitation by tourism arises, associated with the exploitation of women and children in a situation of social vulnerability that causes trafficking in women, children and teenagers for the purpose of commercial sexual exploitation. For this purpose, the training course for multipliers that took place at the Center for Excellence in Tourism at the University of Brasília (CET/UnB), was concerned with addressing the complexity of tourism with the actors involved in dealing with the sexual violence of children and adolescents by tourists, portraying as something contradictory the violence practiced and approached by several authors as sex tourism, which diverges from the concept of tourism as a human phenomenon, because it reduces it to a commodity, which cuts it out to a product or to a segmentation related to a mere motivation attended by the economic market.

When dealing with the appearance of the tourist phenomenon based on the number of tourists and revenue generated, the totality is reduced as an object of social practices, extolling the marketing aspect and removing the more humanized understanding. For (Moesch, 2002, p.38), "if the tourist phenomenon moves in different frontiers of knowledge and science, its understanding beyond appearances requires approximation of different fields of knowledge".

The endeavors to understand the complexity of tourism, largely generate inadequate typologies that, in the desire to operationalize the tourism phenomenon, hinder the clarity of the concept and encourage the ill-use of tourist destinations, in addition to unconscious consumption by tourists. According to Leal (2001, p.23) unfortunately, for decades, the constructed image of tourism in Brazil through publicity and the media has allowed the entry of "criminal practices" such as the sexual exploitation of minors, segmented as sex tourism.

In relation to consumption, It can be perceiving that the motivation of the person who practices tourism is not only materialistic. According to Moesch (2002, p.34) "They do try to experience, in that reality, the



enjoyable dramas they have already experienced in their imagination, even if these are never perfect and lead to disillusionment and the yearning for new products".

Therefore, Leal (2002, p.35) says that the targeting of the tourist's gaze implies different forms and social patterns, with sensitivity focused on elements that are built in the exercise of marketing facets. It is this organized tourism, which was established with the advent of capitalism, which entered into reality mainly from Western countries and which became a reality in Brazil. Tourism, namely, is still portrayed by some authors as: Relationships resulting from the temporary displacement of the human being with return to the place of departure, which were the first efforts to define tourism in the 1930s, whose definitions presented few variations and a traditional model, limited to the displacement of tourists that brought together specific characteristics related to duration and motivation, and interest in transportation, accommodation and food services (Roseno, 2006, p.42).

However, this definition has passed through the present days and still has a strong commercial appeal in the conceptualization by several authors, reducing the complexity of tourism to a market of supply and demand as similar when we think about the market of sex tourism, having the sexed body as a product, concentrated in the economic ambit and shaped by political forces with strategic interests of domination and power, whose the offered product is consumed at the place of production.

In an attempt to deconstruct the term sexual tourism, recognizing the complexity of tourism in its interdisciplinarity (as an object) and in its systemic intersectoriality (as a form), we sought to deepen, mainly, the understanding of the concept by authors like Krippendorf (1989), Gastal and Moesch (2002) who analyzed tourism as a phenomenon far more complex than its apparent manifestations.

The importance of deepening the theorization on the subject resorts to its treatment, which often incurs social taboos, if not fears about the physical security of the researchers themselves who "dare" to deepen their scientific study in this reality dominated by the world of international crime.

Roseno (2006, p.26) claims that the phenomenon is not recurrent, as there is a specific social configuration that covers Brazilian tourist cities: a culture of child rape combined with poverty and faced with tourism founded on the erotic base, synonymous with "paradise lost", typical of tropical countries like Brazil. There are several attractions for sex tourism in Amazon: the forest itself and the mixture of indigenous legend and sexuality are just some of them. There is also the difficulty of the authorities in monitoring the area, the misery and the port regions that facilitate prostitution around the world.

For a better understanding of the object, the project to prevent the sexual exploitation of children and adolescents in tourism formed multipliers during the course that took place at CET/UnB in the perspective of addressing and deconstructing the term sexual tourism with the participants of the courses that were professionals of the tourism area.

The polemic of the theorization of the term sexual tourism in Multiplier Training Courses

Faced with the need to qualify the professionals who worked in the extensive and complex network of the Tourism and Hospitality sector, training courses for multipliers in the area of Prevention and Facing Sexual Exploitation against Children and Adolescents in Tourism were structured and taught, covering five regions of the country.

The project was an initiative of CET/UnB, meeting the demand from the Ministry of Tourism to bring together specialists in Tourism and Human Rights and thus create a training course for actors to prevent violence among children and teenagers all over the country.

The course lasted five days, during which in the first three days the participants received a leveling about Tourism, in addition to the legal and conceptual framework on the sexual exploitation of children and adolescents in the tourist activity itself. In the remaining two days, the participants, already called multipliers, made up of social actors of the tourism sector, non-governmental organizations, public and private universities and organizations to combat violence, built an action plan aimed at preventing the sexual exploitation of children and adolescents in the Tourism for their states, taking into consideration the reality of each location.

All speakers were experts on the topic addressed, and received training in March 2016, at the Center for Excellence in Tourism of UnB. In this approach, the course portrayed the complexity of the use of the term sex tourism by professionals of the sector in an attempt to disseminate information and the misuse of the term sex tourism, not recognizing it as a typology of tourism.

The moment of the course was divided between theoretical background, debates and group work where there were moments of interactivity and exchange of experiences between the participants. The themes of the courses were: Contextualization - GARA Regional Pact of the Sustainable Tourism and Childhood Program; Challenges and Advances in the Tourism Sector; National and International Historical and Conceptual Framework for Sexual Violence Against Children and Adolescents; Good Practices in the Protection of Children and Adolescents - cases; National and International legal framework; Basic assumptions for the Prevention of Sexual Exploitation in Tourism, with emphasis on the Code of Conduct and its challenges.

Regarding the phases adopted for the methodological process, the moments of whispering about some of the proposed themes were highlighted before starting the speech of the speakers and panelists, guaranteeing the right of speech to the participants and promoting greater integration of the group of multipliers, bringing subsidies for preparing the action plan. The construction of an interactive panel stimulated reflections and raised subsidies for the construction of State Action Plans. This activity allowed the group to follow the progress of the dialogues, focus on the central issues and have an over-



view of the action strategies developed for each state. During the construction of the action plan, there were interactive moments of exchange of experiences, which were of great wealth, as they enabled the group to perceive the reality experienced by other states in the region, in addition to exchanging experiences and ideas for local actions with regard to prevention sexual exploitation of children and adolescents in Tourism. It was necessary to conduct debates in an attempt to bring the reality of each location to the transposition of knowledge in order to understand the misconception of the use of the term sex tourism.

In the course were addressed rereadings by authors and concepts relevant to the theme because tourism is realized by people and for people, and both for those who travel and for those who receive tourists, human needs need to be met in their magnitude and, above all, respected.

In this sense of wanting to live the emotions that constitutes an "underground centrality", an irrepressible wanting to live, which should be analyzed by Maffesoli (2001, p.27) when dealing with the term sexual tourism, merged as a "product" of tourism.

Therefore, for the effective comprehension of the significance of tourism to go beyond the presentation of numbers, statistics and linked image in the main media by the governing bodies, it is that the course dealt with one of its themes of the ill-use of the term sex tourism. at the moment that the Challenges and Advances of the Tourism Sector were presented by the team of speakers from CET/UnB.

Adopting as a principle that sex tourism should not be considered a model of market segmentation, especially when it is considered an impoverished country as the case of Brazil. This may mean the acceptance of this typology as the recognition and legitimization of a dangerous image, from a socio - anthropological point of view (Barreto, 2005, p.38).

Several authors such as Krippendorf (1989), Gastal (2002) and Arim (2005) discuss tourism as an experience that must be lived in its magnitude, with responsible behaviors, in a practice of pleasure. And if we consider tourism travel in search of pleasure, we will be resuming the search for the other, which can often be called the intersubjective construction of reality.

Therefore, the concept of responsibility is inscribed in a certain concept of liberty, and even in the common language to call someone responsible is to say that everyone has "responsibility" for these acts arising from liberty.

The great defiance is to think about this responsibility when dealing with controversial and obscure topics, such as sex tourism. In this sense, thinking over what responsibilities these multipliers had already had knowledge at the service of this social cause and at the service of expanding political awareness will be addressed in the methodological paths.

METHODOLOGY

The guiding research question of this article focused on the didactic transposition of the contents, carried out during the training course in the city of Brasília, at CET/UnB, if this occurred in a reflexive way in the di-

mension of the complexity of the discussion of the term sexual tourism permitting, in fact, a citizen reflection-action by the multipliers on a topic with so many nuances.

The construction of the research took place in two stages: the construction by the researcher, through the presented problem, observing different aspects regarding the conceptual part of the use and employment of the term sexual tourism; and the verification of the validity of these questions based on the questions applied with the protagonists of this experience (Brandão, 1997, p.43).

Counting on the existence of the applied questionnaires, the qualitative survey method was also used in this research through content analysis, where informations was requested from a significant group of informants about the approach of the term sexual tourism in this case, the transposition of this content to participating subjects.

The actors surveyed were the multipliers of the project in the total of 80 multipliers of the tourism area, allowing a representative sample of the universe of 163 multipliers trained in the course, which were distributed both in the area of tourism as in the social area for protection of children and teenagers. The questionnaires were applied during the period from July to November 2018 through the Google Docs tool.

Reflecting on the conduct of the action research, the dialectic became even more appropriate for the proposal, allowing the reinterpretation of what was discussed in training courses regarding the use of the term sexual tourism.

When observing the analyzed object, the use of the historical-structural dialectic-DHE method was justified by allowing an analysis beyond what was being discussed, which according to Demo (2000, p.12) "is the one that is up to action research because it assumes the historical context, favors the apprehension and treatment of social conflicts, advocates the historical transition and believes in the human factor as capable of interfering in given objective conditions".

The multipliers were asked about the content covered in the courses; the time allocated for the construction of the contents; and finally, they evaluated the trainers, and whether they were assertive in the choice of didactics used throughout the training course.

All questions were opened allowing content analysis and transcription of the DHT method used to extract the evidences and the participants point of views.

DISCUSSION AND RESULTS

The evidences extracted from the questionnaires brought the perception of each participant, being a source of analysis to dialectically induce theory and practice. The speeches constructed by the multipliers



during all the training courses were analyzed starting from key questions: content and methodology, presenting the difficulties and advances adopted around the conceptions of the themes taught in the modules, above all, when it came to the term sexual tourism, of the 80 respondents, 65 respondents had difficulty to understand the misuse of the term sexual tourism practiced in tourism.

The question weighted is the relationship between knowledge and human practice, hence the importance of establishing a pedagogical link with educational practice, whose interdisciplinary character has to do with this condition. Now, substantially the function of knowledge is to internationalize practice, that is why there is a contradiction in the courses, where there was no relation of pure intelligibility of the subject about the object that revealed in the technical realization of the action plans.

To the training course it was necessary a better utilization of time and targeting of the moments of debates that would be basilar for the consolidation of the comprehension of the theme by the multipliers, but that were disregarded in its depth by the subjects, they were unanimous in portraying that the time was not enough for the discussion of a such complex topic as this.

In relation to the didactic contents taught by the trainers, there was incoherence in reason of the thematic does not have a registry of the conception of the curricular structure to be proposed, as well as its respective didactics, which were reproduced in the elaboration process, due to the absence of the latter.

It should have been established an interaction between two or more disciplines, which would result in intercommunication and reciprocal enrichment and, consequently, in a transformation of their methodologies of research, in addition to a modification of concepts. Only 5 of the 80 respondents managed to understand the relationship with tourism, and payed attention to the deconstruction of the term sex tourism, reinforcing the didactic fragility.

The themes that dealt with sexual violence still as something hidden, symbolic and sexist. It didn't allow the multipliers to comprehend what motivates the violator to commit such an act of violence. All of the 80 interviewed were unable to assimilate how important it is to denounce and assist in the prevention of this violence in the world of work, that is, in the tourism portrayed in the training course.

Reminding that in practice their actions represented breaking/overcoming with its structure on issues of gender and patriarchy that challenged him in his different modes of organization, and in the specific case of tourism.

It was identified that these themes were silenced not only in the discussions of the contents by the partici-

pants at the time of construction of the contents of the courses on prevention of sexual exploitation of children and teenagers in tourism.

FINAL CONSIDERATIONS

The great challenge is thinking about this responsibility when some controversial and obscure topics are dealt such as the sexual exploitation of minors and the utilization of the term sex tourism. In this sense, reflecting what knowledge these multipliers acquired in the training course was already extremely complex.

The deconstruction of the term sexual tourism by the subject who practices tourism will only be understood in training courses if the educational identity constructed, within the parameters of cultural domains, ceased to be seen as premises of a political syllogism, and principally if the term sex tourism was no longer understood as a practice derived from tourism in the use of this other, materialized by the utilization of the body based on the appropriation of the other, or a set of others, through exclusion and domination.

In this article it was discussed the appropriation of the term sexual tourism by the participants, called multipliers participating in the multiplier training course that took place in the years 2016 and 2017 in all regions of Brazil, starting in Brasília, Distrito Federal.

In order to understand the vision of each social actor - participants of the course in all regions of Brazil. However, it didn't consider the social and historical context that each region brings in its framework, that is, in the process of contradictions and mediations, essential in the participatory processes to intermediate and generate notions of knowledge, and thus subsidize the adequate interpretation of the different points of views about the theme, in the attempt of the achieving collective goals in an inclusive manner.

In the transposition of knowledge, the action research requires more than a punctual solution, it needs a continuous practice, systematic and an exercise of appropriation of the object that craves for changes. As can be noted in this article, the majority of those surveyed understand the complexity of approaching the term sex tourism in a superficial way.

It was considered that the concern of the researcher-multiplier was an advance in deconstructing and reconstructing this present scenario in order to think over the methodology used in these courses, and thus reframe important concepts about sexual violence, gender and legislation that favor improving new studies.

Deconstructing the term sex tourism in the content of multipliers training perhaps is one of the possible manners to understand the thematic in the intention of training and persuading those involved in the programs, advancing towards education aiming at to release



through the awakening of awareness, fostering transformation and vision to face the violence of children and teenagers in tourism.

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