

**DESTINATION BRANDING AND PROMOTION THROUGH SEX TOURISM IN ASIAN COUNTRIES****Geetika Agrawal<sup>1</sup> and Mohammad Soyav<sup>2</sup>**<sup>1,2</sup>Assistant Professor, Amity University HaryanaE-mail: <sup>1</sup>gagrawal@ggn.amity.edu, <sup>2</sup>msoyav@ggn.amity.edu**ABSTRACT**

*Prostitution in Asia has advanced rapidly in recent decades. Sex tourism is the evil side of the global tourism phenomena, which has developed to the extent of a professional business in the region, contributing significantly to employment & government money.*

*This report's goal is to investigate how physical intimacy is being used as a development platform and why it should be included in Asian countries' tourism development plans. The study has also taken into account the history of sex tourism explaining the types of sex related activities that tourists are involved. It also investigates the current condition as well as the underlying reasons of sex abuse and perception issues. There are numerous sorts of tourism and strategies for a government to generate revenue from tourism. Destination branding strategies are also suggested to improve tourism in these sectors. This article investigates the consequences for government and tourist businesses, as well as the need for many streams of thinking to be integrated in terms of promoting Sex Tourism in Asian countries.*

**Keywords:** - Destination Branding, Sex Tourism, Tourist Attractions, Asian Countries.

**1. INTRODUCTION**

Prostitution isn't a new concept. It has most likely existed since the beginning of tourism and is on the rise. Though the global extent of the sex tourism business is unknown because sex tourists do not want to disclose among the public. People often do not want to discuss their sex life in public, regardless of whether it is permitted or illegal in that country. The concept of sex tourism has also been quite vague as there has not been any clear-cut definitions for it. Whom do we call as sex tourist? A person whose purpose of visit is to involve in sex related activities. Does this have to involve in the commercial activities, does the money exchange needs to happen? Does only watching a sex show or seeing a naked lady dancing in a restaurant defines a tourist as sex-tourist?

Graburn (1983), defined sex tourist as the one who has primary motivation and a desire to engage in commercialized sexual activities while being on holidays. Even if sex tourism isn't the primary purpose for travel, you can still be a sex tourist (Opperman 1999). Majority of People consensus that sex tourism involves commercialization and exploitation, however it is about more than simply erotic encounters. Sex tourism is a result of the explosive combination of desire, economy, society, sexuality, and power dynamics that exists for both the tourists' and the sexual suppliers' communities (Hall, 1996). According to Bandyopadhyay (2013), there has been a fundamental change away from the

conventional association with a more diversified and complete perspective on commercial sex. Though the experts have begun to address the complex relationship among sexual & tourism with less skepticism, the sex tourism sector remains an under-researched issue (Opperman, 1999)

**2. HISTORY OF SEX TOURISM**

Southeast Asia's sex trade did not start with international visitors. Researchers believe that the origins of prostitution in Thailand may be traced back hundreds of years to traditional Buddhist gender norms. The traditionally placed female as subservient to males, resulting in a gender relations system that has persisted until the present day (Tranh-Dan 1983).

The rise of brothel in Thailand has been linked to the 19th century promotion of the rice imports (Lee 1991). The Bowring Treaty of 1855 allowed foreign workers into Thailand, the bulk of whom were teenage boys from rural areas in south China hoping to supplement their families' income by working in the mining industry for a short time before returning home (Leheny 1995). Furthermore, the rise of the rice trade resulted in a considerable growth in the number of Chinese workers to the land surrounding Bangkok's port, resulting in higher prices for prostitutes. (Leheny 1991).

In the early 1960s, U.S. military personnel began arriving into Thailand as well as other parts of Southeast Asia. In 1966, U.S. forces from South Vietnam started taking one-week rest and recreation

vacations to Thailand. "Even during 12 years of U.S. military occupation in Thailand, the quantity of prostitutes in pubs, clubs, and casinos in Bangkok and surrounding bases inside the north skyrocketed," as mentioned by Lee (1991 :79). The presence of the U.S. military in Thailand and Southeast Asia had a significant impact on the supply/demand connection in the sex trade. Even by late 1960s, the U.S. had 40,000 army personnel in Thailand and over half a million in Vietnamese (Thanh-Dan 1983). The current military massive presence aided the growth of the sex business, "moving it beyond the crude structure of tiny brothels, which had primarily serviced local males, to therapy parlours, dance clubs, and the more complicated sites for the selling of sex" (Leheny 1995:373).

There in Philippines and Korea during the 1960s, Thanh-Dan (1983) noticed a similar trend of prostitution mobility in response to army demand. After the Vietnamese War ended and military soldiers were dispersed, the massive prostitute business sprung up in response to military demand was left without customers. Male travelers outnumbered female tourists two to one, swiftly filling this demand side of the equation (Lee 1991). Americans and Europeans were among the first wave of travelers to engage in direct sex tourism absorption. However, by the early 1970s, Japanese interest had overtaken that of all other countries, thanks to the marketing of all-inclusive package vacations that catered to lower-income Japanese with little foreign language skills (Muroi and Sasaki 1997). Number of Japanese visitors visiting Southeast Asia continued to rise in the 1970s. According to Muroi and Sasaki, men dominated immigration in Southeast Asia in the 1970s, with "men constituting 85 to 90 percent of tourists from Japanese Nationality 1979-80". In context of travel to Western Europeans & United States, males made up 50-60 percent of the total travellers. The Japanese desire for sex tourism was so great at the time that numerous corporations used it to reward their male employees for exceptional or extended service, As noted, the increased availability of low-cost travel raised males Japanese desire for sex trade in poorer Asian Nations.

Through the rising integration of the tourist sector, prostitution became an internationally traded commodity. Many Asian countries spent vast quantities of money in the 1970s and 1980s to actively encourage the use of airlines, advertise

tourism, and offer hotels and tourists infrastructures (Thanh-Dan ,1983). As a result, worldwide pressure from a range of sources influenced the growth of sex tourism in Asean significantly.

From 1981 onwards, the no. of Japanese women travelling overseas surged dramatically, outnumbering men in some situations (M&S 1997). When State Authorities in developing countries & tourism agencies realised the economic potential of the situation, they started marketing tourism to Ladies. As a response, the sex tourism pattern has shifted. In the previous, Asian people avoided going to sex tourism hotspots and even went so far as to openly oppose the sex industry (M&S 1997). Protest movements against sex tourism spread rapidly to all of the large nations working in the business. Moreover, feminist organizations in host countries had become stronger and were now adamantly opposed to sex promoting tourism in those nations (Handley 1989).

During the outcry against official protection of sex tourism, countries such as Thailand's conveniently overlooked charges that they had sanctioned and promoted the selling of their women for gain (Handley 1989). Richter (1989) discusses how difficult it was for Thailand's administration to outlaw something that had already been declared illegal. The Thai Government's swift action to target prostitutes resulted in the cancellation of many Japan and Asian sex tours, as well as tightening the grip of unethical company owners just on women employed in their establishments (Richter 1989). Thailand & Southeast Asia saw a decrease in sex tourism matched by an increase in women migrating to Japan to work in the sex trade in cities like Tokyo (Muroi and Sasaki 1997).

Women may not be victims in all cases. Women who turn to prostitutes, according to Cohen, are faced with a set of conditions in terms of income, cultural values, and individual liberty, and usually make a success of what they have. We shouldn't make assumptions about how women in Southeast Asia are exploited in the sex trade; instead, we should look into the many and complex factors that lead to their considering prostitution as a viable option.

### 3. KINDS OF SEX TOURISM

According to R. (2000), Sex tourism may be divided into many paradigms, ranging between non-commercial to professional, volunteer to exploitative. Most of the space, with sex

enslavement, casual encounters, and romanticism which is filling the gaps are taken up by Prostitution and male brides. Opperman (1999) continues by questioning the nature of sexual interactions, proposing that it must be generalized to have Sex attractions such as clubs and strip shows. It may be claimed that merely watching such kinds of programs constitutes sex tourism, although sex tourism is regarded as participating in a bodily sex encounter of some kind.

### 3.1 Prostitution

Prostitution is the business of providing sexual services for a fee. Prostitution is a well-known form of sex tourism that has existed since the dawn of time. Some areas are well-known for their booming sex tourism industries, which have prospered for a variety of reasons. Due to the fact that it is legal in Amsterdam, the industry has exploded, luring tourists from all over the world to indulge in this type of sex tourism. Females encourage and provide sexual fulfilment in stores strewn across the pavements.

### 3.2 Sex shows

Sex exhibitions are visible events that feature sex activities. Often, these shows will include items like eggs or razor blades, as well as violent portrayals of sexual behavior. Amsterdam, Thailand, and Cambodia are few of the places where you may see a sex shows. Ones who watch sex programmes aren't maybe even the same people who hunt for prostitution. They are often composed of young travellers, such as hikers or bachelor and other groups.

### 3.3 Brides by Mail

The term "mail-order bride" comes from a time when women would offer themselves literally in a booklet. Today's modern women can be found at online dating sites or in places where they assume they will find a good husband.

### 3.4 Slavery of the sex

Sex exploitation is when an individual is forced to perform specified sexual activities. People (mostly children and women) are kidnapped and compelled to serve in the sex tourism sector, which is often associated with sex trafficking.

### 3.5 Child Prostitution

Another of the types of human smuggling is human child exploitation, sometimes known as kid

commercial sex. When an adult decides to travel to another country in order to engage have sexual relations with local children or to involve a child in prostitutes, this is known as child sexual exploitation.

It is the sexual objectification of kids by someone who goes outside of their home or territory to have sexual interaction with youngsters. It is unlikely that sex tourism is not the primary motive for visiting. Child sex tourist may be of any gender, age, or ethnicity which can be both domestic as well as international. The majority of child sex tourists disguise themselves as ordinary tourists to hide their activities or intentions. In Asia, for example, there are several incidents of volunteer travelers abusing the confidence bestowed upon them. The children are sexually assaulted by the people with whom they work.

### 3.6 Romance tourism

Where people go to get a luxurious setting for all romantic events and amenities for pleasure and sex. For example, in the coastal region of Kenya, the romance tourism industry boosted the entire sex tourism sector during the 1990s and 2000s.

## 4. SEX TOURISM IN ASIAN COUNTRIES

According to a study published in 1998 by the Geneva-based International Labour Office, prostitution has grown to the magnitude of a commercial enterprise in Southeast Asia, contributing significantly to jobs and government revenue in the region.

The research by the International Labor Organization examines the economic and social basis of prostitutes in East Asia, with a focus on prostitutes and professional sex industry in 4 nations: Indonesia, Malaysia, Burma and the Philippines. The authors of the ILO research point out that examining physical intimacy in these four nations does not imply that they have a unique prostitute problem or that its social, moral, or economic standards are unusual. It is similar to the situation in many countries.

### 4.1 Indonesia

Despite being widely practised, allowed, and even regulated in some areas, prostitution is seen as a "crime against decency/morality" in Indonesia. Some women are pressured to work as prostitutes for money, while others are persuaded by friends, family members, or complete strangers. Traditionally, clients were greeted in entertainment

venues, specialised prostitution complexes, or lokalisasi (localization). However, in recent years, social media platforms like Facebook and online forums have been used to ease communication between prostitutes and their clients. There are 226 791 prostitutes in the nation, according to UNAIDS. One of the main incentives for someone in Indonesia to become a prostitute is the appeal of generating money rapidly. High-end prostitutes in Jakarta can make between Rp 15 million and Rp 30 million (USD 1,755 and 3,510) each month and charge more than Rp 3 million (USD 350) every session, according to the Jakarta Post. Both middle-class and low-income individuals work as prostitutes. Another important element is forced prostitution. Their parents might also decide to sell them. The International Labour Organization (ILO) estimates that 70% of child prostitutes in Indonesia are recruited by members of their family or friends. It is estimated that between 40,000 and 70,000 Indonesian kids are engaged in prostitution.

#### 4.2 Malaysia

Despite the fact that prostitution is prohibited in all of Malaysia states, it is nonetheless widely practiced. Soliciting & brothels are two criminal acts related to one other. Muslims convicted of adultery in the states of Kuantan may risk public retaliation. During Wartime, the Japanese established a lot of brothels for their troops to "prevent the rape of local girls. The Japanese army, minimized opposition inside the seized country, safeguard the soldiers from sexual disease, and avoid global shame." A large number of young ladies in the area were forced to work in prostitutes here between age group of 18 – 28 because they were termed, "comfort women." Prostitute began to spread across Malaysia at the turn of the century, primarily through massage shops and healing centres. Initially, all of the prostitutes were local, but over the last 10 years, there has been an influx of international sex workers. Malaysia reported to have 150,000 prostitutes, and the sex industry there generated revenue of \$963 million USD in 2014.

#### 4.3 Philippines

Although prostitution is illegal in Philippines, sex workers are rarely punished. Prostitution can be found at bars, karaoke bars (also known as KTVs), massage parlours, brothels (also known as casa), street walkers, and escort services, among other places. According to Young Adult Fertility and Sexuality Study; conducted by the Population

Institute and Demographic Research and Development Foundation of the University of the Philippines in 2002, 19 percent of young males had paid for sex and 11 percent had received payment for sexual favours. In 2013, it was projected that the Philippines had up to 500,000 prostitutes out of a population of 97.5 million people. Senator Pia S. Cayetano claimed in her Anti-Prostitution Act that the number of individuals exploited in prostitution in the Philippines could be as high as 800,000. She based her claim on a 2005 study. Both locals and visitors are catered to by prostitution. The media's attention is drawn to regions that cater to sex tourism, particularly through the use of bargirls. Olongapo, Angeles City, Legazpi in Albay, Pasay, and Subic Bay in Zambales are among the cities having a high incidence of prostitution, with buyers primarily foreign business people from East Asian and Western countries.

#### 4.4 Thailand

Sex in Thailand has indeed been documented for ages, going all the way back to the New Kingdom (1351-1767). It was lawful and regulated at the time, but since 1960, it has been outlawed. It's difficult to find data on sex tourism in Thailand. As per estimates, the nation's sex workers number between 250,000 and 2 million. According to Havoscope, a global black-market database, the amount brought in is in the lower half of the range, with the equal of \$6.4 billion. Other research and organisations, on either hand, estimate the number to be about 2 million. Sex tourism is, in any event, a significant business in Thai. Though these data are impossible to verify, it is reported 60 percent of the customers were men, and 70 percent of these men were tourists. That was permissible until the early 1960s, Thailand was a favorite destination for trafficked women and hookers. People always link the sex industry with the nation, even though there are restrictions in place now; it was a vicious circle. Women have a hard time finding work in Thailand, that is one of the reason why child prostitution is so prevalent. Participating in Thailand's sex trade pays much more than many other jobs, so it's no surprising that many girls are lured to it. As previously noted, prostitution was legal in Thailand until 1960. The prostitutes were run by the government. Everything changed, and Thailand now has 3 distinct prostitute and sex trade laws.

**4.4.1 Prostitution Prevention and Suppression Act (1996)-** It places the onus of proof on the

"client" If someone is discovered soliciting sex or sexual acts in a "prostitution establishment," they may receive a prison sentence in addition to a fine. Prostitution company owners have been subjected to heavier fines even though the law is rarely enforced in private locations.

**4.4.2 Penal Code Amendment (1997)-** This statute imposes penalties on sex workers. It does not outright prohibit prostitute but does warn that anybody living off the earnings of sex trafficking will face fines and imprisonment. Persons who reside with prostitutes, receive income from them, or aid them in settling customer issues fall into this category

**4.4.3 Entertainment Places Act (1966)-**Per this law, proprietors of certain enterprises are accountable for prostitution that happens on or within their premises. They have been charged with a crime. This law also makes brothel management, benefiting from hookers, and harassment illegal; nevertheless, because many criminals have personnel relation to local brothel, that practice is permitted.

## 5. CONCERNS WITH THE GROWTH OF SEX TOURISM AND POSSIBLE SOLUTIONS

Prostitution's increasing scale in india, its growing world economic importance, has serious effects on public morality, social protection, HIV/AIDS transmitting, criminality, violations of sex trade workers' fundamental human rights, and sex trade, particularly of young victims of sex trafficking, according to the ILO report. However, neither a clear legal position on prostitutes nor efficient governmental in any of countries, there are no policies or programmes to counteract it." The sex trade is not acknowledged as a sector of the economy in government statistics, development plans, or government budgets. Regulators are constrained not just by the sensitivity and intricacy of the situation. at hand, but also from the reality that sex workers' rights are not guaranteed. Circumstances could range from self-selected and well-paid work to indentured servitude and digital slavery. its nations, on the other hand, have taken steps to end child sex trafficking, which the ILO study describes as severe women rights abuse and unacceptable type of child Trafficking." As poverty cause chaos on household finances, child trafficking is on the rise, adding to the rising numbers of street kids who become more apparent on the sidewalks of cities across the world.

### 5.1 Prostitution Victims Among Children

As Per data of ILO, whereas adults men and women may choose sex intimation job as a vocation, youngsters are invariably victims prostitutes. "Children trafficking isn't just about adult prostitute, and it is a far more serious problem." It's hard to have definite figures on kid exploitation, just as it's difficult to have exact numbers on adult sex trafficking. According to a 1997 estimate, there were 75,000 child sex trafficking victims in the Philippines. In 1993, Kenya's child prostitute population was estimated to be between 30,000 and 35,000. In a 1992 poll in Indonesian, one among prostitute claimed to have begin work well before age of 18, while higher than once fifth of these that were older claiming to start working complete the age of 17. half of those "freed" in Malaysia form numerous sexual enterprises were still under the age of 18.

### 5.2 The Feminization of Migration and Prostitution

There was an upsurge in global trafficking of civilians and girls for the sex industry, as per the ILO report, which is based on existing data. 20,000-30,000 Burma women are reported to working in the prostitute industry business in Thai region; almost all are illegal migrants who are continuously under risk of being arrested or repatriation, and half are HIV positive. Around 100,000 Nepali women are working as brothels in India, with 5,000 Nepalese smuggled entering the country each year. 200,000 Bangladeshi women are thought to have been trafficking to Pakistani in the last decades, with further carried to India.

20,000-30,000 Burma women are reported to be involved in the sex business in Thailand; almost all are illegals who are continuously at risk of arrest and deportation, while half are Positive for HIV. Over 1 million Nepali women have to work as prostitutes in India, with only 5,000 more Nepalese pushed into the country each year. In the previous decade, an estimated 200,000 Bengali women have been trafficked to Pakistanis, with many more being taken to India. One of the key causes driving sex industry expansion, according to the report, is feminization of labour mobility. It claims that in the 1990s, nearly 80% of Asian female migrant workers who entered Japan lawfully were "entertainers," a cover to prostitution. Most of the participants hail from the Philippines and Indonesia. Prostitutes from Thailand work across

Asia, Australia, Europe, and the U.S. South east Southwest Asia's prostitution flows have indeed been characterized as "traveller."

### **5.3 Possible solutions to the concerns related to Sex Tourism**

Initiatives aimed at the sex industry must weigh moral, spiritual, health, when dealing with a primarily economic phenomena, constitutional liberties and criminal concerns must be taken into account. The fact that "lawmakers have shied away from clear knowledge with prostitutes as a sector of the economy" has been a major roadblock to the creation of successful anti-prostitution policies and programs.

According to the research, the ILO has no authority about whether countries can legalize prostitute. Whereas the study acknowledges that cutting thru the multiple confusing, inconsistent, or paradoxical notions of prostitution is difficult, it does offer several policy statements.

#### ***Eliminate child trafficking by focusing on the following areas:***

Mature and adolescent prostitutes, according to the ILO, minimum age different responses. "Children exploitation is treated as a heinous kind of forced labour in all treaty obligations, with objective of completely abolishing it," the United Nations declares. Since many adult traffickers say they started working in the sex business while they were under the age of 18, eliminating child sex trafficking can help to reduce the problem with adult brothel.

#### ***Focus on the mechanisms that support prostitution rather than just the prostitutes:***

"A serious plan for the sex industry cannot rely simply on single hookers," per the Report. Actions aiming targeting this phenomenon's socioeconomic roots, with organized institutions and ties to other sorts of legitimate economic activity, are required for an effective response. Prostitute is strongly based According to the terrible truth, there is a double set of morality for men and women, as well as a sense of gratitude or duty that youngsters believe they owe her parents. Per the International labour Organization, formal declaration of the action, such as the regular checking about that now, would've been remarkably useful for assessing the firm's health implications, this same scope as well as amplitude of labour regulations needed to deal with workforce, and the potential for widening the corporate tax Several of the profitable activities

associated with it are covered by the internet. Policies that encourage tourism, trying to export female labour for foreign employment, trying to encourage sparsely populated flow of migrants to provide cheap workers for output industrial growth, etc., once combined with increased economic inequality and a loss of public social welfare, everyone could indirect means lead to the enhancement of the physical intimacy sector.

## **6. STRATEGIES FOR SUSTAINABLE BRANDING OF DESTINATION THROUGH SEX TOURISM**

A range of marketing tactics may be used for destination branding to raise general awareness of an area and the number of tourists.

### ***6.1 Identify the Unique Selling Points for leisure tourists:***

The first and most crucial stage for any business involved in destination marketing is to precisely define what makes your destination unique in the eyes of prospective travelers. A place can stand out in a variety of ways, including distinctive initiatives to provide to the guests or unique natural characteristics, such as mountains, beaches, volcanoes, safari, sunbathing, nightclubs, discotheques, massage parlors, red light areas, and so on. It is important to prepare the list of unique Selling Points for attracting large number of leisure tourists

### ***6.2 Target Audience & Market:***

Consider the most likely visit such as a venue it is required to divide this into numerous independent audiences, each of them may have various reasons for visiting a specific location. Your destination might, for example, appeal to a youthful, middle-aged, or elderly traveller. It's probable that it attracts to people looking for amorous activities, people who want to relax on the beach, people who want to try new things like drinking and sex, and people that simply want to have a good time. Tourists, business travellers, incentive travellers, and academics are all categories of travellers to address.

### ***6.3 Brand Your Destination by using theme-based ambiance and involving visitors and vendors:***

Businesses use branding to be more easily recognized which includes Branding, colour schemes, and other design elements, and phrases, are all examples of this. At the conclusion of the day, marketing is all about standing out from the crowd. Create keywords for users to use on social

networks, and to be as consistent as possible with your promotional content so that people get used to it. Except for commercial sex, they have launched a number of initiatives under the 'Amazing Thailand' tourist campaign, including 'Bangkok Fashion City,' 'Kitchen to the World,' 'Health Hub of Asia,' and so on. The 'Thailand Express Sex Tour,' which alludes to Bangkok as 'Single Big Bordello,' and other commercial campaigns in Europe encourage sex tourism in Thailand.

#### **6.4 Destination Website and presence on internet:**

Before booking a reservation, most leisure visitors utilize the internet and spend substantial time researching their locations. A gateway webpage is an excellent way to highlight your region's distinct selling qualities, engage with your intended audience, and market your site utilizing photographs, videos, and interactive virtual tours. Passengers will be able to get all of information they require just on webpage before to their trip, as well as advertise housing options, attractions, events, dining and drinking options, and more.

#### **6.5 Search Engine marketing and Search Engine Optimization:**

When visitors use a search function to look for things relevant to your region or attributes that our vacation can offer, the website will show up at the top of the results pages. The simplest method to accomplish this is to create a comprehensive search engine optimization strategy. This entails conducting keyword research, developing content that is relevant to those keywords, and employing a variety of strategies to boost your ranking.

#### **6.6 Words of mouth and Experience Marketing:**

Visitors feel that word of mouth is more authentic than any other source, so they are motivated by their personal experiences and short YouTube movies, thus selling a site this way makes sense. Rather than showcasing attractions, show how consumers interact with them using marketing materials. In this manner, it will be easy to turn own guests into advocates for your destination.

#### **6.7 channels for social networking sites:**

Social networking sites like Facebook, LinkedIn, and Pinterest are excellent for communicating with people and publicizing a trip. In actuality, the variety of destination management methods available here is nearly endless, ranging from simple promotional posts, photos, and video content to competitions and even awareness-raising or humor. Paid marketing options, such as adverts or sponsored postings, are available on many social

networking platforms. These can help your social media marketing efforts stand out and can be targeted at extremely particular demographics, allowing you to reach out to people regardless of their age, gender, location, and even web surfing patterns.

#### **6.8 Opinion leaders and Influencers:**

Influencers have the potential to reach many travellers influencers have a huge following on social media platforms such as Pinterest, Twitter, Google, Facebook, and even their own blog are all examples of social media platforms. Their followers are loyal and trust the influencer's thoughts over institutional perspectives. Working with influencers allows you to promote your location across a variety of media platforms, even to niche audiences. Such viewers are significantly more likely to respond positively to the message conveyed.

#### **6.9 Presence of Destination on Travel Websites:**

It's vital to be able to communicate with people who are unfamiliar with your destination. Pages dedicated to travel, like Expedia, as well as provincial or age-group-specific webpages, are an ideal answer. Travel websites may be used to sell your place in a variety of ways, including the addition of images, stories, video material, and even virtual reality tours. Travel websites may also be used to keep track of customer feedback, reply to complaints, and enhance input over period.

#### **6.10 Role of DMO:**

Repositioning allows to reach the visitors who have been showing interest on the website. This allows to remind individuals about the location while also knowing that they have already expressed interest, which might help them commit to a visit. According to the DMO, the You can use the information and data obtained about your visitors and target audience to strengthen their digital advertisement strategy.

#### **6.11 Promotional Strategies to support online attraction:**

When the target audience is likely to travel it is important to know who they are, what they are searching for, and where they are coming from. Some places, for example, attract people throughout the summer, whereas others draw visitors for winter sports. Some may be more appealing during certain festivals, seasons, Christmas vacations, or other holidays. Offline approaches include television adverts, radio commercials, and distribution in newspapers and periodicals. The entire South Asian

region must appreciate the value of the 4'S: Sun, Sand, Surf, and Sex. Advertising, writing articles for your trip, and target specific local journals in places are intended to be targeted.

## 7. RECOMMENDATIONS AND CONCLUSION

The international sex tourism industry is a multibillion-dollar industry. It is presented that sex tourism is ranging from various levels from commercial to volunteer. It is difficult to assess the exact scope of the sex tourism sector, but one thing is certain: this sector is here to stay. Estimating the scope of the market which is challenging because the trading is primarily illegal and generally takes place underground.

For the present study four Southeast Asian countries taken into the account namely are all countries in Southeast Asia. It is estimated that the increase in Gross Domestic Product will be between 2% and 14%. The evaluation of the Japanese sex industry yearly revenues ranges from 4 to 10 trillion yen, with the business accounting for

between 1% and 3% of the country's GDP. Income from the Thai sex business were three times larger than earnings from the narcotics trade during 1993 and 1995. Government engagement and controls have shown to be beneficial to the sex trade industry. It is proposed that a nation can safeguard sex workers under labor laws by decriminalizing prostitution. The different marketing methods may then be implemented to the nations creating sex tourism to maximize tourist footfall. While Foreign women get sexual practices through pubs and prostitutes while vacationing at a destination. Substantial changes and rules are necessary for underage sex to become a safer enterprise. Due to commercial sex would never be completely eradicated, the industry must undergo significant transformation. Legalizing sex tourism might financially benefit sex workers by allowing them to organize improved living situation and sustain a safer lifestyle with the assistance from the government.

## REFERENCES

- Joshi, V. A., & Gupta, I. (2021). Assessing the impact of the Covid-19 pandemic on hospitality and tourism education in India and preparing for the new normal. *Worldwide Hospitality and Tourism Themes*.
- Ford, N., & Koetsawang, S. (1991). The socio-cultural context of the transmission of HIV in Thailand. *Social Science & Medicine*, 33(4), 405-414.
- Harrison, D. (Ed.). (1992). *Tourism and the less developed countries*. Belhaven.
- Ralston, M. (2003). Sex and Borders: Gender, National Identity, and Prostitution Policy in Thailand. Leslie Ann Jeffrey. *Atlantis: Critical Studies in Gender, Culture & Social Justice*, 28(1), 127-128.
- Kibicho, W. (2005). Tourism and the sex trade in Kenya's coastal region. *Journal of Sustainable Tourism*, 13(3), 256-280.
- Leung, P. K. (2002). Marketing Asian places: Attracting investment, industry, and tourism to cities, states and nations.
- Nuttavuthisit, K. (2007). Branding Thailand: Correcting the negative image of sex tourism. *Place Branding and Public Diplomacy*, 3(1), 21-30.
- Lee, W. (1991). Working Women: International Perspectives on Labour and Gender Ideology.
- Leheny, D. (1995). A political economy of Asian sex tourism. *Annals of Tourism Research*, 22(2), 367-384.
- Lim, L. L. (Ed.). (1998). *The sex sector: The economic and social bases of prostitution in Southeast Asia*. International Labour Organization.
- Phongpaichit, P., & Phongpaichit, P. (1982). *From peasant girls to Bangkok masseuses* (No. 2). Unipubl
- 2Thanh-Dam, T. (1983). The dynamics of sex tourism: the case of Southeast Asia. *Development and Change*, 14(4), 533-553.

### Websites

- <https://tourismteacher.com/female-sex-tourism/> accessed on 9th December 2021
- <https://tourismteacher.com/sex-tourism/> accessed on 9th December 2021
- [https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS\\_007994/lang-en/index.htm](https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_007994/lang-en/index.htm) accessed on 9th December 2021
- <https://www.revfine.com/destination-marketing/> accessed on 11th December 2021