

CSRH 13th social research conference on HIV, viral hepatitis and related diseases. Promises and limitations. 20-21 February 2014

Rhonda: the face of female sex tourism for Australia?

The idea of women buying sex challenges discourse about the sex industry that is based on notions of gendered power. There is limited empirical research about women buying sex. Most research regards women buying sex overseas, creating discourses that compete to frame women buying sex as sex tourists or romance tourists; or as behaving in predatory and exploitative ways or as victims of male sex workers. Fictional television drama and documentaries typically depict empowered and sexually liberated women buying sex. An Australian insurance company launched a series of highly successful television advertisements which could be interpreted as a romantic portrayal of female sex tourism. The advertisements feature Rhonda, a single Australian woman on holiday in Bali, and Ketut, a local tourist industry worker. The advertisements have been widely discussed in news and social media creating discussions about the implications of female sex tourism as being either 'fair trade', or exploitative from gender, racial or economic perspectives. A discourse analysis of the social commentary regarding the advertisements was performed to get a sense of how contemporary Australian society interprets messages about women buying sex and what that might mean for expectations of gender behaviour. The analysis demonstrates a cultural double standard in the consideration of men and women who buy sex overseas.

Abstracts can be submitted for oral presentations only; there will be no poster presentations or workshops during this conference. Please contact the conference organizers if you wish to propose a conference symposium.

- All abstracts must be submitted online directly through our Online Conference Manager. You will need to create an account with this system where you will be able to return and make changes to your abstract if necessary, prior to submitting it.
- Abstracts must be submitted in English.
- Abstracts must not exceed 250 words, and each abstract must only be submitted once.
- Abstracts should be text only; photos, tables or other images will not be accepted
- Abstracts for quantitative and qualitative research must be structured, i.e. divided into sections: Introduction/Aims, Methods/Approach, Results/Findings, and Discussion/Conclusion/Recommendations. Please refer to [Example 1](#).
- Non-research related abstracts for presentations that discuss policy or present conceptual frameworks or review new programmes and interventions etc. must also be structured. Please refer to [Example 2](#).
- For proposals for symposia please contact the conference organisers. Proposals for symposia should include a brief (250 word max.) outline of the topic and objective(s) of the symposium as well as give an overview of speakers and presentation titles. Abstracts of the presentations (see instructions above) should be included in the proposal.

- The abstract will be reproduced directly from the typescript. Corrections cannot be made once the abstract has been submitted. Please proofread carefully before submission.
- Include all authors' names, emails and the name of each institution represented by the authors on your abstract