

# From the sex doll in the doll hotel in the 2018 World cup season: the globalization context

P. T. H. Xuan

*HCMUSSH-Vietnam National University, Ho Chi Minh, Vietnam*

**ABSTRACT:** Sex is an important part of life, but at the same time, it is especially essential for the family and society. The appearance of "The Doll Hotel" in Russia in the 2018 World Cup forces us to look back at the concept of sexuality, equality and ethical boundaries in the modern urban environment. From the perspective of gender and urban anthropology, the author analyzes sex dolls in the context of modern societies in some countries around the world; to raise the research question "Sex dolls are a manifestation of sexual freedom or will lead to gender inequality?". At the end of the article, the author touches on the social reality of Vietnam in the impact of globalization and the Industrial revolution 4.0 to give humanistic statements related to the sex doll business.

**Keywords:** sex doll, globalization, gender, urban, anthropology

## 1 INTRODUCTION

We can deny the role of globalization and its effects on human life, especially in developed cities. Recently, a new term, "Industrial Revolution 4.0" indicates the trend toward automation and data exchange in manufacturing, has emerged and spread to has a clear and specialized impact, which has considered playing a decisive role in shaping the 21st-century society and specialized impact, which has considered playing a decisive role in shaping the 21st-century society (Nguyen, 2018)

In the new era, robots and artificial intelligence (AI) are booming and have made significant differences in human life: human combinations and algorithms are present in all Fields: Health, education, scientific research to bring miraculous results. The highlight is the event that Saudi Arabia granted citizenship to Sophia, the world's first female robot, in October 2017; Artificial Intelligence product from Google's DeepMind team - AlphaGo became the world's best goalkeeper at the moment. However, something developed from artificial intelligence is negative. The great scientist Stephen Hawking warned that "the development of artificial intelligence will mark the end of mankind." Elon Musk is concerned about the rise of artificial intelligence, which will become the greatest survival threat people face. In fact, many others have also become victims of artificial intelligence (Thanh, 2018).

## 2 RESEARCH METHODS

This study applied descriptive research and analysis from a cultural perspective, if globalization reduces cultural differences, globalization in the influence of the 4.0 revolution, is changing not only human behavior, thinking, and views but also a concept of love and sex in modern society.

Sex dolls with artificial intelligence acting like a human (mostly female) are gradually replacing inflatable dolls, old silicone dolls. They are increasingly popular with the increasing number of consumers (although prices are not cheap) in Japan, China, USA, England, Germany. They are allowed to appear to serve fans and athletes by the government in the city of Moscow Russia's "The Doll Hotel" in the 2018 World Cup.

## 3 RESULT AND DISCUSSION

*3.1 Sex dolls in the context of a modern society in some countries in the world: Utopia becomes a reality*

Sex dolls are not the product of modern society, they have long appeared in ancient myths in Japan in the seventeenth century, in Germany in 1950, and was advertised in pornographic magazines in the United States around 1968. Sex dolls in the 1980s were

mainly inflatable used for gifts at parties rather than sex. Until the late 1990s, sex dolls began to make big strides - the Realdoll silicon doll was born (Nguyen, 2014). In 2010, sex dolls integrated with artificial intelligence were launched to the market and received a great response which also caused much controversy in terms of moral values and social values in some countries (PV, 2017).

Japan is famous for the sex industry and influential throughout the world, sex dolls are increasingly popular among Japanese men and this is considered the perfect solution for the number of people poisoned are increasing. According to statistics, one in five Japanese men under the age of 50 are unmarried, and the number is expected to increase further in the next 20 years. This ratio in women is one in ten (Phuc, 2017). Sales of this item by Japanese companies soared in 2017, Dutch Wives sold 2,000 dolls.

In addition, besides Japan, China is the largest producer, consumer and exporter of sex dolls in the world. The industry boom brings huge profits every year. Recently, as China is striving to become the world's largest artificial intelligence powerhouse, some businessmen have put the technology in making sex dolls and producing sex dolls to release the first artificial intelligence in 2016 (Phuong, 2018).

China's sex doll boom has a large cause stemming from the one-child policy of more than 35 years leading to a serious gender imbalance in the country. According to The Economist, Chinese society now lacks about 60 million women, which is the reason for social distortions in this country. Women also take advantage of the "scarcity" to marry well-off men, then poor rural men will struggle to get married. Most likely, this force will emigrate to the city to save money and will stop marriage after the age of 40 (Vu, 2018). The sexual orientation of China has changed through the explosion of sex toy stores over the past 20 years. The first sex toy shop in China opened in 1993, nowadays, there are more than 200,000 stores operating in the field (Hong, 2018).

Many years ago, in the context of the Western liberal, sexually liberal-minded, sex dolls were familiar to them, but sex doll brothels have only just begun to emerge and "incredible" spread in the European countries such as England, France, Germany, the Netherlands, Italy, Scotland, Austria, Russia. It seems that these brothels are more attractive than the regular brothels and tend to become new brothel model in the future.

The first European sex dolls, Lunidolls, was opened in Barcelona, Spain in February 2017 (Ha, 2017) thereafter the Bordwell brothel in Berlin (German), Lovedoll UK brothel in Gateshead (England), Kontakthof in Vienna (Austria), Dolls Hotel in Moscow (Russia), etc. The model idea business mostly from business models in Japan or China. In addition, prostitution is legal in most European countries such as France, Germany, Italy, Spain, the Netherlands, Finland, Denmark, Switzerland, etc. create favorable conditions for demand and the development of sex doll brothels.

According to a study by the Fund for Responsible Robotics, these early experiments show that increasing social acceptance will pave the way for sex robot brothels (Yen, 2018). Typically in Germany, many wives react rather easily, in contrast to the reaction of seeing a spouse go to a brothel. In Italy, it is expected to open the first sex doll brothel from the Lumidolls franchise model - Barcelona (Spain) in August 2018. Previously, the brothel also successfully opened the second branch in Moscow (Russia) (Bao, 2018). And the 2018 World Cup also marks Russia's permission to operate sex dolls in this country.

### *3.2 The Dolls Hotel operates to serve men in the 2018 World Cup: sexual freedom or gender inequality?*

After the Soviet Union collapsed, Russia has been famous for the sex industry since the 1990s. Currently, prostitution is illegal in Russia, in fact, these practitioners are required to pay a fine of around \$ 10. Many of them put the fine and then returned to looking for customers on the street for a few hours. Many sex workers have links to "underground" organizations. Until 1987, the existence of prostitution in the former Soviet Union was often denied, but now, which is one of the most popular occupations in Russia. According to official statistics, there are now more than 1 million prostitutes in Russia - more than the total number of doctors, farmers, and firefighters (Phuong, 2018)

At the Sochi 2014 Winter Olympics, Russia has taken measures to tighten prostitution by prohibiting, severely punished, in some cases prostitutes may be imprisoned during the operation and this will continue at World Cup 2018. Before World Cup, Russia has issued a decree to strictly control legal prostitution in 11 host cities of the match including Samara, Nizhny Novgorod, Volgograd, Ekaterinburg, Saransk, Rostov, Kaliningrad, Kazan, Moscow, Sochi and St Petersburg (Tinnhanhonline,

2018). The Doll Hotel was created for fans and players as a way to reduce prostitution in Russia during the World Cup. According to hotel owner "Doll Hotel" in Moscow, Dmitry Alexandrov said "36% of Russians are not satisfied with their intimate life, and the dollhouse is not only legal but also safe for those who want to improve the living standard in their relations, moreover, contribute to stopping the exploitation with women" (VTC9, 2018). "In addition, relationships with sex dolls also help clients deal with mental disorders. For example, 30% of clients are psychophysical from Spain" (Mai, 2018).

On the other hand, dollhouse brothels with sex doll artificial intelligence (sex robot) can replace Russian prostitutes contributing to reducing sex slavery, trafficking in women and the risk of sexually transmitted diseases such as HIV/AIDS. According to the Walker Foundation's 2016 figures, Russia ranks seventh in terms of slave numbers with 1,048,500 people (mainly sex workers and beggars (Hoang, 2018), this number has doubled in compared with 2013. Sex slavery victims are quite diverse, even well-educated and well-informed. The poor are the most at risk, one-third of women grew up in orphanages in Russia become sexual labor within a year of starting their own lives (Tran, 2014).

The import of sex labors has exceeded exports within a stable economy that has driven demand for domestic prostitution. Experts considered Ukraine, Moldova and some Baltic states are providing sex slaves to Russia. However, a new trend is that ethnic groups living in Russia also "import women from their hometown of China, the Central Asian republics, African countries, and even Vietnam, to work in their brothels" (Tran, 2014).

Kathleen Richardson, a researcher in anthropology robot and the ethicist at De Montfort University in Leicester, UK, is leading the campaign and warned risks of robot sex carries the appearance of children and mature woman. At the CNBC site, she said: "When I first saw this topic, I thought "sex robots are harmless and probably these robots will reduce the need for women and children, "but when I study further, I found the opposite: instead of helping women, children, as well as men and transgender, reduce the risk of being labeled as items (in sexual activities), these robots will make their position in society is closer to the item. She added: "In the real world, the phenomenon of using women and children (such as sexual tools) and this type of robot reinforces the message". Erik Billing, a senior lecturer at the School of Informatics, Sweden, who

also participated in the "Sexually Disgusting Robot Campaign said: "We have a lot of sex toys and robot applications today and we're also starting to see the birth of the sex robot. But this technology is on a large scale without considering the possible consequences in human relations (Phan, 2015). In France, members of the Communist Party of Paris also called for the closure of sex doll brothels for moral reasons. Lorraine Questiaux, of the feminist movement Mouvement du Nid, accused it of encouraging rape and making money from the "simulated the rape of woman". Nicolas Bonnet Oulaldj and Hervé Bégué, parliamentarian of the Communist Party, also said that is the height of the inhumane relationship between men and woman (Bao, 2018)).

In Russia, sex brothels have not yet met huge reactions instead they have received the consensus and support of a part of the people. It is expected that they will open more than 10 similar centers in Russia and SNG countries in this year (2018). And over five years there will be more than 50 "adult entertainment" establishments in cities of one million inhabitants and coastal resorts across the country.

In the context of the growing social needs, the first "Lumidolls" sex shop owner in Barcelona, Cergy Prieto predicts that by 2033, 10% of the exchanges will be between the person and artificial intelligence doll. And he is planning to expand the scale of brothels around the world in the form of concessions to other countries and is negotiating with some interested investors. In the same view, Ph.D. in British futurology - Ian Pearson said that have sex with the robot will be more common than a human sexual relationship in 2050 (Manh, 2016).

### *3.3 Humanity perspective on the "sex doll" business in the context of globalization and international integration in major cities of Vietnam*

In Vietnam, the issue about dolls with artificial intelligence is quite new, but under the influence of globalization along with the speed of internet development and social situation as an imbalance in male and female ratio, prostitution, etc. Then the positive tendencies of sex dolls mentioned above tend to be present in Vietnam's big cities in the near future.

According to Dr. Khuat Thu Hong "The sex trade is not only abolished but also increasingly developed and there are s more and more people are involved in prostitution. And those who earn huge profits from the sexual services business are not stopped tricks to

develop this service. On the other hand, the socio-economic development also creates contexts where many people consider prostitution as a livelihood and depend on it even if they are fully aware of its effects” (Khuat, 2010).

## 4 CONCLUSION

Globalization in the influence of the 4.0 revolution is changing the behavior, thinking and perspectives of people including the concept of love and sex in modern society. Sex dolls with artificial intelligence are favored in Japan, China, and the United States and become a “strange phenomenon” when a series of sex doll brothels are opened in major cities across continental Europe as Barcelona (Spain), Berlin (Germany), Paris (France), Gateshead (England), Vienna (Austria), Moscow (Russia).

The explosion of sex dolls artificial intelligence in major cities around the world has many reasons, such as population aging, economic struggle, hard-working, besides internet development and career opportunities for women in Japan. On the other hand, one-child policy lasts for decades leading to a gender imbalance in China, and the open mind of sex, love and legitimate sex work in many Western countries. In general, the potential market and huge profits are the two main factors helping the sex doll evolved.

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