

**ABSTRACT**

**Title of Research Paper :** General Factors, Reason and the Result from entering into Service Occupation : A Case Study of the Traditional Thai Massage Occupation

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The study was aimed at finding out general factors, reason and result from entering into traditional Thai massage occupation . A questionnaires was employed to collect the data from 150 women passing the traditional Thai massage training program offered at Wat Pho and at Saranrom Massage Service Center. The findings were briefly reported as follow.

Most of the women entering the traditional Thai massage occupation were 20 – 25 years of age. Their education was below Prathomsuksa 6. They were engaged in general employment before entering this occupation. They were married and their hometowns were in the Northeast. They had 1 – 2 years of work experience . Their income before entering the occupation was below 3,000 baht, but after taking up the traditional Thai massage occupation, they earned more than 5,000 baht a month. In addition, it was found that most women working at the traditional thai massage service at Wat Pho and at Saranrom did not sell sex.

The factors encouraging these women to enter this occupation were poverty, failure in other occupations, problem of family relationship (e.g. feeling insecure and being deserted), a desire to be self – reliant, income and an opportunity to get in touch with people in this occupation, especially friends.

The direct result of the occupation was found to be moderated and the indirect result was very little. That is, these women had a little problems resulting from entering the occupation. The problems were ; for example, family problems , lack of women labor and secretly entering world of prostitution.