

**BEACH MASSAGER AND TOURISM INDUSTRY OF PATTAYA  
CITY : A CASE STUDY OF DONG-TAN BEACH AREA**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS (RURAL DEVELOPMENT STUDIES)  
FACULTY OF GRADUATE STUDIES  
MAHIDOL UNIVERSITY  
2004**

**ISBN 974-04-5487-9  
COPYRIGHT OF MAHIDOL UNIVERSITY**

Thesis  
Entitled

**BEACH MASSAGER AND TOURISM INDUSTRY OF PATTAYA  
CITY : A CASE STUDY OF DONG-TAN BEACH AREA**



.....

Mr. Bantung Chantawong  
Candidate



.....

Asst. Prof. Yongyuth Burisith,  
M.A.  
Major-Advisor



.....

Assoc. Prof. Ruengdet Pankhuenkhat,  
Ph.D.  
Co-Advisor



.....

Assoc. Prof. Saowapa Pornsripongse,  
M.A.  
Co-Advisor



.....

Assoc. Prof. Rassmidara Hoonsawat,  
Ph.D.  
Dean  
Faculty of Graduate Studies



.....

Asst. Prof. Iam Thongdee,  
M.A.  
Chair  
Master of Arts Programme  
In Rural Development Studies  
Institute of Language and Culture  
For Rural Development

Thesis  
Entitled

**BEACH MASSAGER AND TOURISM INDUSTRY OF PATTAYA  
CITY : A CASE STUDY OF DONG-TAN BEACH AREA**


Was submitted to the Faculty of Graduate Studies, Mahidol University  
For the degree of Master of Arts (Rural Development Studies)

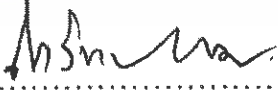
on

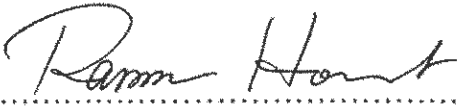
August 19, 2004


  
.....  
Mr. Banturong Chantawong  
Candidate

  
.....  
Asst. Prof. Yongyuth Burisith,  
M.A.  
Chair

  
.....  
Assoc. Prof. Ruengdet Pankhuenkhat,  
Ph.D.  
Member

  
.....  
Asst. Prof. Kovit Phong-ngam,  
Ph.D.  
Member

  
.....  
Prof. Rassmidara Hoonsawat, Ph.D.  
Dean  
Faculty of Graduate Studies  
Mahidol University

  
.....  
Assoc. Prof. Suwilai Premsrirat, Ph.D.  
Director  
Institute of Language and Culture  
For Rural Development  
Mahidol University

## ACKNOWLEDGEMENTS

The success of this thesis can be attributed to the extensive support and assistance from my advisor, Asst. Prof. Youngyuth Burasith, my co-advisor, Assoc. Prof. Ruengdet Pankhuenkhat, and Assoc. Prof. Saowapa Pornsiripongse, I deeply thank them for their advice and guidance in this thesis.

I wish thank to Pattaya City Hall and all of the beach massager who provided useful information.

I grateful to my friends for their help, advice and motivation for complete this thesis; Yukphol chinkangsadarn, Trirat Fahprakasit, Anurak Bungsoong,

Finally, I am grateful to my family for financial support, care and love, main motivation for me. The usefulness of this thesis, I dedicate to my father, my mother and all of the teachers who have taught me since my childhood.

Banturng Chantawong

**BEACH MASSAGER AND TOURISM INDUSTRY OF PATTAYA CITY : A  
CASE STUDY OF DONG-TAN BEACH AREA****BANTURNG CHANTAWONG 4237758 LCRU/M****M.A. (RURAL DEVELOPMENT STUDIES)****THESIS ADVISORS: YONGYUTH BURASITH, M.A., RUENGDET  
PHANKHUENKHAT, Ph.D., SAOWAPA PORNSIRIPONGSE M.A.****ABSTRACT**

This research employed survey research and qualitative method. The objectives of this research were: 1) to study the process of entering the beach massager career; 2) the characteristics of service of beach massager provided to tourists; 3) the customers' satisfaction; 4) the management of regulations and measures for the service of beach massagers.

The sample group was 20 beach massagers who work and live at Dong Tan Beach, Pattaya City, Chonburi Province, and 100 customers both Thai and foreigner. The other were 20 municipal officers, merchants and beach chair owners. Data were collected by using questionnaires and in-depth interview form, and then it were analyzed in terms of frequency, percentage, and descriptive statistics.

Research results revealed that: 1) the process of entering to be a beach massager career entailed most of them practicing with a teacher for 2-3 months; they enter their apprenticeship and they are able to afford the fee for place at less than 1,000 baht per month, their work hours are uncertain; 2) as far as the characteristics of service provided to tourists it was found that most of them received the service of Thai traditional massagers with oil massage, customers received beach massage service information from friends, they use the service about 2-5 times, and pay 201-300 bath each time; 3) in terms of the customer satisfaction it was found that most of the customers were satisfied with the service, and they expect that they will come to use service again; 4) for the management of regulations and measures for the service of beach massagers it was found that the Municipality of Pattaya City has issued the measures and regulation to control the beach massager service, every beach massager has to register with Pattaya City.

**KEY WORDS: BEACH MASSAGER / MESSAGE SERVICE /  
THAI TRADITIONAL MESSAGE**

131 p. ISBN 974-04-5487-9

หมอนวดชายหาดกับการท่องเที่ยวเมืองพัทยา : กรณีศึกษาบริเวณหาดคงตาล (BEACH MASSAGER AND TOURISM INDUSTRY OF PATTAYA CITY : A CASE STUDY OF DONG-TAN BEACH AREA)

บัณฑิต จันทร์ทงษ์ 4237758 LCRU/ M

ศศ.ม. ( พัฒนาระดับปริญญา )

คณะกรรมการควบคุมวิทยานิพนธ์: ขงยุทธ บุราสิทธิ์ ศศ.ม., เรืองเดช ปิ่นเขื่อนขันธ์ Ph.D., เสาวภา พรสิริพงษ์ ศศ.ม.

### บทคัดย่อ

การวิจัยครั้งนี้ เป็นการวิจัยเชิงสำรวจ (Survey research) และการศึกษาเชิงคุณภาพ (Qualitative Method) โดยมีวัตถุประสงค์เพื่อ 1) ศึกษากระบวนการเข้าสู่อาชีพหมอนวดชายหาด 2) ลักษณะการให้บริการของหมอนวดชายหาดกับนักท่องเที่ยวที่มาใช้บริการ 3) ความพึงพอใจของนักท่องเที่ยว และ 4) การจัดระเบียบและมาตรการต่าง ๆ ในการบริการการนวดชายหาด

กลุ่มตัวอย่างที่ใช้ในการศึกษาครั้งนี้ เป็นหมอนวดชายหาดที่ประกอบอาชีพบริเวณชายหาดคงตาล พัทยา จังหวัดชลบุรี จำนวน 20 คน ผู้มารับบริการนวดชายหาด ชาวไทยและชาวต่าง ประเทศ จำนวน 100 คน และกลุ่มตัวอย่างที่มีอาชีพเทศกิจ พ่อค้าแม่ค้า เจ้าของเตียงชายหาด จำนวน 20 คน โดยใช้แบบสอบถาม และแบบสัมภาษณ์เจาะลึก จากนั้นนำข้อมูลที่ได้มาวิเคราะห์ด้วยสถิติ โดยการแจกแจงความถี่ ค่าร้อยละ และการบรรยายเชิงพรรณนา

ผลการวิจัยพบว่า 1) กระบวนการเข้าสู่อาชีพนวดชายหาด นั้นหมอนวดชายหาดส่วนใหญ่ต้องมีการฝึกฝนโดยเรียนกับครู นาน 2-3 เดือน และมีการติดต่อเข้าสู่อาชีพหมอนวด โดยติดต่อเอง มีการเสียค่าสถานที่ต่ำกว่า 1,000 บาทต่อเดือน สำหรับเวลาเข้าทำงานและเวลาเลิกทำงานไม่แน่นอน 2) ลักษณะการให้บริการของหมอนวดชายหาดกับนักท่องเที่ยวที่มาใช้บริการพบว่านักท่องเที่ยวที่เป็นกลุ่มตัวอย่าง ส่วนใหญ่มีลักษณะของการมาใช้บริการ คือ นวดแผนไทย มากที่สุด และมีการนวดน้ำมัน นักท่องเที่ยวได้รับทราบข้อมูลการนวดชายหาดจากเพื่อน มีการมาใช้บริการการนวดชายหาด 2-5 ครั้ง จ่ายค่าบริการนวดครั้งละ 201-300 บาท 3) ความพึงพอใจของนักท่องเที่ยวพบว่านักท่องเที่ยวส่วนใหญ่ มีความพึงพอใจกับการใช้บริการ โดยมีความคาดหวังว่าจะมาใช้บริการอีก 4) การจัดระเบียบและมาตรการต่าง ๆ ในการบริการการนวดชายหาด นั้นเทศบาลเมืองพัทยามีบทบาทหน้าที่ในการดูแล และมีการจัดระเบียบของการให้บริการแก่หมอนวดทุกคน โดยหมอนวดที่ต้องการประกอบอาชีพหมอนวดชายหาดจะต้องมีการขึ้นทะเบียนไว้ที่เทศบาลเมืองพัทยา

131 หน้า ISBN 974-04-5487-9

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	iii
<b>ABSTRACT (ENG)</b>	iv
<b>ABSTRACT (THAI)</b>	v
<b>LIST OF TABLES</b>	viii
<b>CHAPTER</b>	
<b>I INTRODUCTION</b>	<b>1</b>
1.1 Rationale and Justification	1
1.2 Research Problems	5
1.3 Research Objectives	5
1.4 Expected Benefits	5
1.5 Research Scope	6
1.6 Primary Assumptions	6
1.7 Variables involved in the Research	6
1.8 Variable Definitions	7
<b>II LITERATURE REVIEW</b>	<b>8</b>
2.1 Thai Traditional Massage	8
2.2 Concept on the Social and Cultural Change	15
2.3 Concept of Socialization	17
2.4 Concept of Tourism	19
2.5 Concept of Interview	30
2.6 Related Researches	38
2.7 Research Conceptual Framework	40

**CONTENTS (continued)**

<b>CHAPTER</b>	<b>Page</b>
<b>III RESEARCH METHODOLOGY</b>	<b>41</b>
3.1 Pattern of Research	41
3.2 Population and Sample	41
3.3 Tools used in the Research	42
3.4 Data Collection	44
3.5 Data Analysis	44
<b>IV RESULTS</b>	<b>46</b>
<b>V DISCUSSIONS</b>	<b>82</b>
<b>VI CONCLUSIONS AND RECOMMENDATIONS</b>	<b>87</b>
<b>BIBLIOGRAPHY</b>	<b>94</b>
<b>APPENDIX</b>	<b>98</b>
<b>BIOGRAPHY</b>	<b>131</b>



## LIST OF TABLES

Table		Page
1	Statistic of Number of Tourists Who Travel in Thailand	3
2	Number and Percent of the Beach Massagers Classified by Sex	47
3	Number and Percent of the Beach Massagers Classified by Age	47
4	Number and Percent of the Beach Massagers Classified by Educational Level	48
5	Number and Percent of the Beach Massagers Classified by Province	48
6	Number and Percent of the Beach Massagers Classified by Marital Status	49
7	Number and Percent of the Beach Massagers Classified by Number of Children	49
8	Number and Percent of the Beach Massagers Classified by Residence	50
9	Number and Percent of the Beach Massagers Classified by Feature of Residence	50
10	Number and Percent of the Beach Massagers Classified by Prior Occupation	51
11	Number and Percent of the Beach Massagers Classified by Income of Prior Occupation	51
12	Number and Percent of the Beach Massagers Classified by Causes of Career Finished	52
13	Number and Percent of the Beach Massagers Classified by Periods of Career Finished	52
14	Number and Percent of the Beach Massagers Classified by Causes of Entering to the Beach Massager Career	53
15	Number and Percent of the Beach Massagers Classified by Income	53
16	Number and Percent of the Beach Massagers Classified by Periods of Present Career	54

## LIST OF TABLES (continued)

<b>Table</b>	<b>Page</b>	
17	Number and Percent of the Beach Massagers Classified by Satisfaction Present Career	54
18	Number and Percent of the Beach Massagers Classified by Opinion that Present Career Make Better Living	55
19	Number and Percent of the Beach Massagers Classified by Needs of Training	55
20	Number and Percent of the Beach Massagers Classified by Needs of Learning	56
21	Number and Percent of the Beach Massagers Classified by Contract to Entering Beach Massager Career	56
22	Number and Percent of the Beach Massagers Classified by Payment for Place	57
23	Number and Percent of the Beach Massagers Classified by Working Time	57
24	Number and Percent of the Beach Massagers Classified by Time off Work	58
25	Number and Percent of the Beach Massagers Classified by Payment of the Police or Municipal officer	58
26	Number and Percent of the Beach Massagers Classified by Problems of Work	59
27	Number and Percent of the Beach Massagers Classified by Problem Occurrences	59
28	Number and Percent of the Beach Massagers Classified by Pattern of Service	60
29	Number and Percent of the Beach Massagers Classified by Place outside the Beach	60
30	Number and Percent of the Beach Massagers Classified by Service Charge (for Thai People)	61
31	Number and Percent of the Beach Massagers Classified by Service Charge (for Foreigners)	61
32	Number and Percent of the Beach Massagers Classified by Service Hour per Time	62

## LIST OF TABLES (continued)

<b>Table</b>	<b>Page</b>	
33	Number and Percent of the Beach Massagers Classified by Special Income	62
34	Number and Percent of the Beach Massagers Classified by Use Trained Knowledge in the Massager Career	63
35	Number and Percent of the Beach Massagers Classified by Service Improvement	63
36	Number and Percent of the Beach Massagers Classified by Problem of Service	64
37	Number and Percent of the Beach Massagers Classified by Their Satisfactions of Work	64
38	Number and Percent of the Beach Massagers Classified by Their Satisfactions of Beach Massager Career	65
39	Number and Percent of the Beach Massagers Classified by Thought to Finish their Careers	65
40	Number and Percent of the Beach Massagers Classified by Appropriate Price of Service Charge	66
41	Number and Percent of the Beach Massagers Classified by Social View of Beach Massager Career	66
42	Number and Percent of the Beach Massagers Classified by Thought of Return to the Prior Domicile	67
43	Number and Percent of the Tourists (Customers) Classified by Sex	68
44	Number and Percent of the Tourists (Customers) Classified by Age	68
45	Number and Percent of the Tourists (Customers) Classified by Educational Level	69
46	Number and Percent of the Tourists (Customers) Classified by Marital Status	69
47	Number and Percent of the Beach Massagers Classified by Special Income	70
48	Number and Percent of the Tourists (Customers) Classified by Income	70

## LIST OF TABLES (continued)

<b>Table</b>	<b>Page</b>	
49	Number and Percent of the Tourists (Customers) Classified by Province/Country	71
50	Number and Percent of the Tourists (Customers) Classified by Attribute of Service Received	72
51	Number and Percent of the Tourists (Customers) Classified by Thought that Massage Can Help	73
52	Number and Percent of the Tourists (Customers) Classified by Information Sources	73
53	Number and Percent of the Tourists (Customers) Classified by Frequency of Service Use	74
54	Number and Percent of the Tourists (Customers) Classified by Service Charge	74
55	Number and Percent of the Tourists (Customers) Classified by Service Hour per Time	75
56	Number and Percent of the Tourists (Customers) Classified by Appropriateness of Service Charge	75
57	Number and Percent of the Tourists (Customers) Classified by Rate of Return of Service Use	76
58	Number and Percent of the Tourists (Customers) Classified by Problem of Service Use	76
59	Number and Percent of the Tourists (Customers) Classified by Satisfaction to Service	77

## CHAPTER I

### INTRODUCTION

#### 1.1 Rationale and Justification

At Present, the society has rapidly changed, particularly, during 2-3 passing years since the economic crisis occurred. Simultaneously, Thailand had used The Eighth National Economic and Social Development Plan of Thailand B.E.2540-2544, which emphasized to mainly develop the economic aspect in order to raise the standard of living of people in Thai society. In the fact, it is controversial because it causes chronically negative impact to people whether it is in the economic, social, and cultural facets. Therefore, the Thai society has changed from the extended family with the closed relationship and helps each other to become nuclear family increasingly. The people in the society are more selfish. If they do anything to someone, they want to receive back whether it is little or much. Nevertheless, currently, Thai society has started to increasingly pay attention to the people potential development so it is the reflection of the policy from this national plan, including more emphasizing on the existing local wisdom.

“Thai Traditional Massage” is a kind of local wisdom that is currently attended. The Traditional massage or Thai massage is a natural mean of disease treatment without causing toxic accumulation that help the blood circulation without the side effect to harm so it has been popular since 1977-1988 (Newspaper, Daily News, 12 June, 2001: 5).

The Traditional massage or Thai massage has principle that it must to massage according to the 10 nerve lines. There are Ittha, Pingkla, Kalatharee, husarungsee, Thawaree, Chanthapasing, Ruthung, Sukhummung, and Sikkhinee. Each line will control various systems in the body such as respiratory, movement, and visual

systems etc. Therefore is the origin of the word “massage to catch the line”. Presently, There is a lot of teaching places with the different hours of training. When considering the Thai labor that entered the different countries to earn as massagers, it is obviously seen that it is increasingly in every year. The people around the world have paid attentions to this kind of treatment such as United State of America, Africa, Japan, Vietnam, China, and Taiwan for instance(Newspaper, Daily News, 12 June, 2001: 5). From the different situations as aforementioned above, it reflected that “Thai Traditional Massage” is growing to be a most popular and interesting occupation (with the complement of governmental promotion as well). It is obviously seen that at the various tourism sites in Thailand, there are providing the this massage service for both Thai and foreign tourists so it is another sources of national income.

Thailand, there are various tourism sites, including archeological sites and archeological objects. The tourism sites can be human construction or natural tourism sites. Pattaya is a natural tourism site that is very interesting for both Thai and foreign tourists since it locates in the area of Amphur Bang-Lamung that covers 4 Tambons that are Tambon Na-Klua, Tambon Nhong-Prua, some part of Tambon Hui-Yai and some part of Tambon Nhong-Plalai, and Kao Lan, Kao Khrok, and Kao Sak with the whole area of 208.1 square kilometers (53.44 square kilometers is land and 154.66 square kilometers is water surface). Kao Lan covers with 4.07 square kilometers and coastal site with 15 kilometers long. The geographical feature is plain at the coastal area, beach and islets that are the supporting factors in the tourism aspect. Pattaya is a tourism city, which is very famous in the world. Each year, there is a lot of Thai and foreign tourists who travel to visit increasingly since it provides a variety of facilities such as 275 hotels, 34 bungalows, 78 bus and car companies, 20 ship companies, 32 banks, 547 restaurants, and 270 beer bars for instance. The number of tourists who travel in Thailand in 2001-2004 was shown in the table 1.

**Table 1 Statistic of Number of Tourists Who Travel in Thailand**

Year	Number of Tourists	
	Foreigner (Million)	Thai (Million)
2001	10.06	58.62
2002	10.80	61.82
2003	10	69.36
2004	12	73.18

Source: Tourism Authority of Thailand

The potential of Pattaya city with 15 kilometers length of the beach, appropriate amount of sunlight, composing of different islets and mountain, and beautiful scenery, the transportation is convenient. The different facilities are adequately provided for tourism industry so it is appropriate to be a tourism and recreation city for tourists from inside and outside the country. Moreover, the another attractive activity for tourists is “Thai Traditional Massage” (At present, people all around the world are interested in this tradition wisdom) because the massage can help to release the sickness such as the fatigue of the different parts of body. Additionally, the price of this type of service is not so expensive and the manner of Thai massage is gentle. Therefore, it could not be found this type of service from the western countries.

At Pattaya, “Thai Traditional Massage” is able to be seen at different tourism sites of city whether it in the communities or along the beach. The official places for massage, there are 20 places (Pattaya city Development Plan of the year 1998, 1998:13). These do not include the services that provide along various beaches. From this feature, it is obviously seen that the beach massager career will be increasing in the future since “Pattaya” is a very well-known of Thailand for foreigners and Thai people. Therefore, there are a large number of tourists from inside and outside the

country come to visit Pattaya. Including the attention of them for Thai Traditional Massage, it makes the beach massagers can gain more income and they can use this income to earn themselves and their families. Most of them have the prior domicile from the rural area, and they are unemployment and no work after the rice farming season. Some of them thought that Thai Traditional Massage would be an alternative career for gaining more income so they made up their mind to choose this occupation.

From the Primary survey, it found that the beach massager is a popular career for both female and male and all age that paid attention for Thai Traditional Massage because this type of massage can relax the muscle stress and can use for cure some type of diseases. Nevertheless, the beach massagers are female and they are the persons who earn for their families. There are a large number of beach massagers at Jomthiem Beach, and Pattaya Beach in The Chonburi Province, and the tourists who come to have the recreation here are interested in this service. Therefore, the one who is the beach massager needs to have knowledge, understanding, and skill about the massage well enough to give a good service for his/her customers both Thai and foreigner with regarding to their satisfactions as an important issue.

From the aforementioned information, the researcher is interested in studying the beach massagers and tourism of Pattaya City in order to know the process of entering to be beach massagers, factor of motivation, and attraction to select the beach massager career, characteristics of service for both Thai people and foreigners, and the customers' satisfaction towards service of beach massagers, including the regulations, and measures of the service of beach massagers in order to use as information for planning, implementing, and promoting the beach massage with good quality. Moreover, the information would be used to plan for training the corrected and proper Thai traditional massage for beach massage and built the satisfaction for tourist who received the service of beach massage.



## **1.2 Research Problems**

1.2.1 How is the process of entering to be beach massager career, factors of motivation and attraction to choose the massager occupation?

1.2.2 What is the characteristic of service of beach massager provided to tourists?

1.2.3 Do the tourists satisfy with the service of beach massager?

1.2.4 How do the stakeholders such as Municipal officer, merchants, and beach bed owners set the regulations and measures?

## **1.3 Research Objectives**

In this study, the researcher set the objectives of the research as follows:

1.3.1 To study the process of entering to be beach massager career.

1.3.2 To study the characteristics of service of beach massager provided to tourists.

1.3.3 To study the customers' satisfaction who are the tourists.

1.3.4 To study the management of regulations and measures for the service of beach massagers.

1.3.5 To study the lifestyles and sub-culture of the beach massager group.

1.3.6 To study the patterns of the service of beach massagers.

## **1.4 Expected Benefits**

1.4.1 To know the process of entering to be beach massager career.

1.4.2 To know the characteristics of service of beach massager provided to tourists.

1.4.3 To know the customers' satisfaction who are the tourists.

1.4.4 To know the management of regulations and measures for the service of beach massagers.

1.4.5 To know the lifestyles and sub-culture of the beach massager group.

1.4.6 To know the patterns of the service of beach massagers.

## **1.5 Research Scope**

This study aims to study the process of entering to be beach massager career, the characteristics of service of beach massager provided to tourists, the customers' satisfaction who are the tourists, and the management of regulations and measures for the service of beach massagers, in particular with group of beach massagers who give service in the area of Dong Tan Beach, Jomthien, and Pattaya City of the Chonburi Province.

## **1.6 Primary Assumptions**

In this study, the researcher selected the sample group who are beach massagers and give their service at beaches of Dong Tan Beach, Jomthien, and Pattaya City of the Chonburi Province. The sample group is 10 people with 5 males and 5 females who have the age younger than 30 years, and 10 people with 5 males and 5 females who have the age older than 30 years. For the customers both Thai people, and foreigner, there are 100 people who received the service of beach massage. The other are 20 people of municipal officer, merchants and beach bed owners.

## **1.7 Variables involved in the Research**

1.7.1 The independent variables are sex, age, educational level, prior domicile, marital status, number of children, staying with, feature of residence, motivation factors to be a massager, and attraction factors to be a massager, characteristic of service, customers received service.

1.7.2 Dependent variables are beach massagers and tourism of Pattaya City.

## 1.8 Variable Definitions

**Occupation Entering** means the factors that motivate to be a beach massager.

**Self-Adaptation** means the attempt to change the lifestyles, belief, and attitude of beach massagers to congruent with social and cultural context of the residence.

**Thai Traditional Massage** means the way of natural treatment with the hand and fingers by pressing.

**Beach Massage** means the persons of both male and female who catch the line of nerve to relax the stress of customers at beach of Dong Tan Beach of the Chonburi Province.

**Nurturing** means the processes that the beach massagers learn from both intention and accidental teaching and transferring the knowledge of massage to members of the group.

**Attraction Factors** means the things that help to motivate the person to enter to be a beach massager such as income for instance.

**Motivation Factors** means the things that accelerate the person to enter to be a beach massager such as family state, and income for instance.

## CHAPTER II

### LITERATURE REVIEW

The study on “Beach Massagers and Tourism industry of Pattaya City: A Case Study of Dong Tan Beach Area”, the researcher studied on the concepts, theories, and related researches by having the details as follows:

1. Thai Traditional Massage
2. Concept on the Social and Cultural Change
3. Concept of Socialization
4. Concept of Tourism
5. Concept of Interview
6. Related Research

#### 2.1 Thai Traditional Massage

##### 2.1.1 History of Thai Traditional Massage

Thai massage was a mean to assuage and cure the disease in a very long time ago. It was believed that begin from the attempt to release pain, fatigue, and sprain by touching or pressing at the painful part of body for self-helped and gain more experience to become a massage. It started by massaging himself/herself with application of the ascetic bending his body for exercising and improving the different symptom. The posture of ascetic body bending included the self-massaged. Therefore, when the pain occurred in the part of body, one can not conveniently massage himself/herself so he/she needs someone to massage for him/her. Gradually, there was a development of massage to help each other in the family, and then it disseminated to the community. Moreover, in the boxing camp, the accident is often occurred from the fighting such as joint moving, sprain, and sharp pain at muscle so it needs to do

primary treatment by pressing, catching, bending and pulling to be back at the proper position. This make people to learn and transfer knowledge and experience to generation to generation and then it is developed to be a different postures of massage to be proper mean of pressing with appropriate pressed force for treatment until now (Institute of Thai Traditional Medicine, Department of Medicine, 1995).

Thai people uses the massage for relaxation the stress, assuaging the fatigue, and sprain, including assuaging disease and nurturing the health since the ancient time. Thai traditional massage is accounted as both art and science with unique identity. It is able to transfer knowledge with the profound attribute and appreciation understanding within the limited in the relative, and teacher to student. Resulting in treatment and cultural creation, the hand of massager touch the body of customer with the meditation of mind power, which is the high treatment for inside body and soul. The massage in the ancient time, it was done by the younger doing for his master with respect or son/daughter or grand son/daughter doing for his/her parents or grand parents, and among the members of family. In addition, there is Thai traditional massager or physical therapist massaging with the same concept so it become the close relationship in the lifestyles of ancient Thai society.

Afterward, the modern medicine has entered and been popular in Thailand so the traditional treatment has faded out of the society. Resulting in the neglect of Thai traditional massage, the government sector has not supported in the proper way due to different factors. Therefore, Thai traditional medicine has not been developed for long time. At present, with the great pleasing of the congruence of expert's opinion, humans will have the good health, it should be emphasizing on the proper way of lifestyles with aid of health maintenance or "To maintain the humans more than to treat disease". Maintenance the health is the directed duty and responsibility of each person, but it is not only hospital or medical doctor absolutely.

Currently, the government, particularly, the Ministry of Sanitation (S.T) and private sector, have started to pay attention and support to conserve, extend and recover the knowledge of massage to serve Thai society again in order to make Thai

people to help themselves and close persons for the better quality of life with the aim of drug used reduction and decrement of foreign money payment, especially, for decreasing the risk of drug toxicity. It can give the side effect to body due to over use.

Massage is a mean of treatment of some disease, which has been since the ancient time by using the hand to touch, move, and press in accordance to the case of treatment of the external of body with gentle, certain heavy, and long enough to stimulate the nerve and /or the flow of blood circulation system to make the fatigue gone. The massage is a method of the oldest treatment that is continuously sustainable.

Thai ancestors have accumulated a valuable proper for our generation and next generation with a great different gratitude. One of these properties is Thai traditional massage, which is accounted as art and science. Massage is an ancient treatment and it can be claimed that it is the mean of self-healed since the humans were occurred in the world such as know to gently touch in the pain, swelling, and inflammation part of the body. “Gentle touch is a fundament of massage” that is used to decrease the pain, and swelling after passing the acute period, and then there are using the pressing and touching at the painful part of body in order to increase the flow of blood circulation to repair the deficient part of body.

People in the ancient time, after people can massage himself and then he get better so he will help his friends when they are harmful or painful. Finally, the one who massage regularly for the others, he will gain more experience and skill so will be praise to be a “Massager” because he has the art and concludes the experiences. Later on, another knowledge was occurred, was “Mean of Massage” or “Text of Massagers”.

From the history information searching, it was found that massage with the pattern was recorded since 5,000 years ago, including the Chinese Medicine text in the reign of Huang Ti and scripture of Indian Medicine with the age of 3,800 years. It mentioned massage “Massage can help as self-cured” by using the oil apply on the

skin in the different part of body. Hypocrites is praised as the father of western medicine mentioned that “Medical doctor had to skill in different thing but the certain thing was the skill of massage as well”. In the medical document of Egypt, Persia, and Japan, mentioned a lot of the usefulness of massage about treatment for different diseases. Even though, about the massage of Turkish, it is a famous nation in the world. The Indian, Pakistani, and Arab people also have the career as massager. Chinese and Japanese massage is also popular among people in their nation. For Japanese massage is popular together with the hot water bath. Therefore, it was bought introduce in Thailand by setting the place for bathing and massage dissemination in the Bangkok after the Second World War was finished. At present, it become the place for bathing, steaming, and massage, but nevertheless some place it was used as place for prostitute affair.

For Thai Traditional Massage or Traditional Massage has the origin from the medicine subject of Cheevaka Komarapajj, the royal doctor of the king Pimpisan in the Buddhist era and he has been respected as the “The Great Teacher of Traditional Medicine” until now. Therefore, it can be said that Thai was transferred the massage subject from India together with the Buddhist religion and some culture and tradition to the Thai society. This is not far from the truth. During a variety of hundred years has passed, the Thai massage has been developed and improved the mean and technique of massage. There has been transferring process the valuable knowledge until now, and then it becomes a unique identity of Thai. Moreover, the influence that affected to Thai culture, it also affected to Thai Massage as well. Therefore, Thai Massage has integration of Indian Massage such as Yoga exercise, Chinese massage (cross line and acupuncture) or press at the point of acupuncture, and other massage means, including the knowledge of the knowledgeable people to synthesize to apply together until it become an identity of itself such as “Hatasart” (Subject of use hand for massage) and text of massage by using the marble portrait showed the massage point to cure different diseases with 60 postures that stand at the pavilion around main church in the temple at the side that locate with the great pagoda at the four sides, Tathein harbor, the western side of Wat Chetupon Vimolmungskalaram, which was built by The King Rama III and they were written in 1832.

### **2.1.2 Research about “Thai Traditional Massage”**

There are various semi-government and private projects cooperating among different sectors of both modern medicine, Thai traditional medicine, and people from different professions, tried out the Thai traditional medicine and they found that it was efficiency and effective for release and relax of tress and some diseases when they tried out with capable massager for the one who received the massage. The following are examples of different disease treatments.

1) Massage helps the better blood circulation so it is appropriate to massage for health once a month or twice a month.

2) Massage helps to release the pain at the special part of body so it helps to scratch the right part to release the pain, for instance if one was massage for 3 times, it was found that most of patient felt better or the pain was disappear. It can help to cure the symptom of the obstruction of joint movement such as the symptoms of obstruction of shoulder and knee movement.

3) Massage helps to cure the semi paralysis or paralysis in the primary stage in some case and the patient who is mind power and intention to help himself when he was massaged to stimulate, and then he can recover.

4) Massage makes warm and diminish the tress and it makes good relationship between the massager and patient. This is emphasized on the patient’s satisfaction mainly.

5) Massage helps to omit, finish, and reduce the use of analgesic drug and other drugs because drugs have the side effects such as the analgesic drug with the property to cause peptic ulcer. Moreover, the drug composed of steroid helps to release stress, it also causes the property of liver damage for instance.

### **2.1.3 The Essential Knowledge for Massager**

Kosil Chaiprasithikul (1995) stated that the massagers need to have knowledge about theories and practices to real operate. In particular, they have to understand in the following issues.



1) Anatomy means a branch of medical science about the body structure that study each part of body, including feature, and functions of the organ and systems of body.

1.1) Bone, joint, and muscle systems, composed of hard bone, soft bone, joint and muscles that use for movement.

1.2) Nervous system composed of brain, spinal cord, and nerves.

1.3) Blood circular system and serum, composed of artery, vein, gland and lymphatic node.

1.4) Respiratory system composed of nasal, trachea, lung, and diaphragm.

1.5) Digestive system composed of mouth, teeth, tongue, esophagus, small intestine, larger intestine, liver, gall bladder, and pancreas.

1.6) Reproductive system composed of ovary, uterus, vagina, testicles, and penis.

1.7) Ductless gland.

2) Physiology means the subject about the properties and functions of inorganic compounds in the living thing. Hereby, it means learn about the function and the work scope of organs of the body such as muscle, the amount and direction of joint movement, the normal state of blood pumping of heart to feed the whole body and normal state of respiration for instance.

3) Pathology means knowledge about the abnormality about anatomy and physiology such as the characteristics and function of muscle, tendon, fascia, bone, lung, heart, and brain etc., in order to know that after give treatment how much it would recover.

4) The practice of behavior to free from disease, such as the proper posture in daily life, food consumption, sleeping, sitting, walking postures, the most important thing is moral and ethics of massagers and massage receiver.

#### **2.1.4 The Self-Performance of Massager**

Kosil Chaiprasithikul (1995) stated that the self-performance of massager has to maintain his/her health both physics and mind.

- 1) Finger nail to be short and clean.
- 2) If massager is sick, so he/she should not massage the others because the massage would not be effective but he/she might transfer the disease to the massage receivers.
- 3) He/she has to have morality and ethics to perform with full ability in order to make the patient to recover as soon as possible and they spend the expenditure as few as possible.
- 4) For the beginning, the massager may have the problem about the fingers are strong enough to press so he/she must proactive regularly.
- 5) If massager feels painful after massage he/she should practice as follows:
  - 5.1) Put the hand in the warm water to relax the muscle, the blood would circulate better.
  - 5.2) Massage or fondle the muscle of palm and finger joints.

#### **2.1.5 The Courtesy of Massager**

- 1) Before massage, the massager has to control the mind by meditation and recalled with gratitude to his/her teacher, and ask the question about the customer' symptom in order to diagnosis, and then he/she start to massage according pattern.
- 2) While massaging, the massager must sit in the appropriate range from customer, and not sit over him/her if it is not necessary.
- 3) Don't breath over the customer
- 4) While massaging, the massager must be careful about the talking and not make the customer be frighten or afraid by regularly observing the manner of customer. He/she should be stop when the patient asks or feel painful and can't stand.
- 5) While massaging, the massager is forbidden to eat anything.
- 6) Massager must keeps the hands clean before and after massage, including the instruments and utensils for massage.
- 7) Do not massage anyone when the massager feels sick.

- 8) Do not massage the patient if he/she just finish his/her meal not longer than 30 minutes.
- 9) If the case is difficult over his/her capability, he/she should recommend or transfer to the one who has higher capability.

## **2.2 Concept on the Social and Cultural Change**

The social and cultural change, the natural phenomenon of societies when it changes each time, it might rapidly and suddenly change or it might gradually change so the people in the society does not realize. The social and cultural change is commonly occurred. Nevertheless, there is some impacts occurred whether it is positive or negative.

### **2.2.1 The Meaning of Social and Cultural Change**

Surichai Whankaew, (1997) stated that social change is the social process or social process or pattern such as traditions, family system, political system changes whether it changes in which directions. The social change might be temporary and permanently progressive or regressive. It might be natural or planning and it might be useful or harmful. It might be individually so it does not lead to change of relation system in the society. Therefore, social change means the change of relationship system among members in society, and change of social structure of relationship among groups and among components in the society. This social change will occur in the level of group and institute whether it occurs in the families, relations, marriages, couple lives, or political institutes for instance.

For the cultural change means the change that occurs in the different aspects that human crated and built. The importance is the change in the belief, standard criteria, and symbol systems in that society. In the facet of utensil, it is occurred more easily but the social belief and symbol change, need longer time and more difficult. The cultural change can be divided into 2 parts that are changes of material culture

and non-material culture. The material culture is obviously seen but the non-material culture is difficult to notice because it is subjective and more profound.

Chalaew RuekRujipimol, (1999) mentioned that the social change is not only a change of social structure and behavior but also covers the cultural change. It is difficult to clearly separate the social change and cultural change definitely because the social structure and behavior has the culture of belief, symbol, and different things as common components.

The change of society and culture can be positive or negative directions. That is the new thing is occurred or increased and the old will be disappeared or destroyed.

From the meaning of social and cultural changes, it is obviously seen that the change involves each other because change in the system of member relationship in the society and the change of lifestyles in the society. This connection or relation is difficult to distinguish like as the two sides of the same coin.

### **2.2.2 The Factors of Social and Cultural Change**

In any society, the change of way of life or pattern of social relation, depend on various factors. The factors that affect to the social and cultural change are as follows:

- 1) The Natural environment is a factor that define the living of human beings, in particular, the climate state, since the vigorous change of natural environment is a cause of the change of way of life of human beings such as the drought or earth quake, it might cause the migration and new settlement for instance.
- 2) The important factor in the population aspect is the size and component of population. The society that have few or decreased the number of population might cause the end of society, but the society that have too large number of population or high rate birth of population, it might face with the problem country development because it must be bear on the heavy burden of population feeding.

- 3) The world view of people in the society, is an important factor to define the social change.
- 4) The innovations and technologies whether it is invented inside the society or accepted from other societies to use, it causes the change of society, particularly, the modern technology of production such as the agricultural machine to use instead of man power and animal power, it cause the big farming and decreased the labor power so there is tremendously moving of labor power from rural area to city.
- 5) The another factor is the movement of social process such as the movement of equality in the society of the feminine right process, and the black people right for instance.

Therefore, the various changes are depended on these factors, it causes the unequally changes of societies and cultures in each society. Some society, it might tremendously change and it becomes to be a progressive society and be a center of power of globalize society. Different societies slowly change or change only in some facet that cause the problem such as the obstruction of social development for instance. The social scientists view the change as a whole society in the present that it is change from traditional society to modern society. This process is called modernization. The important problem of developing countries, which change to the modernization is the dependent to the developed countries in term of the investment of the foreign countries and loan for instance.

### **2.3 Concept of Socialization**

The meaning of “Socialization” , there were different people gave the meaning as follows:

The English –Thai Dictionary of Sociology of Royal Academy Institute, (1989), gave the definition of “Socialization” is a social process and psychology that affected the person to have personality according to the requirement of society. The child will be taught and nurtured to be a real human being to peacefully live together and to have relationships with others. The socialization process will begin since the person is birth in the world. The important representatives of society who have duty in

this issue are family, friends, school, university, religion, including the mass media since these representatives have known and perceived morality, value, and ideal that are held by social and they have learnt the social norm, and tradition used by people in the society. The people's mind would be nurtured to hold on the principle of morality and they are ready to live according to the social trends. Socialization may be happened with intentional or unintentional manners such as teaching and nurturing by parents, and teachers in the case of unintentional such as the learning from or imitating friend's action or actors/actress in the novel that disseminate through the mass media.

Pattaya Saihoo (1986) stated that "Socialization" was process of social or group teaching directly or indirectly in order let the members of group to learn and accept the rules and regulations of behaviors and values that the group had established as regulations and relationship among members in that society.

Supatra Supap (1997) mentioned that "Socialization" was direct and indirect process of human beings in a society used for self-development to be a good member of society and for personality development of oneself as well.

Alan C. Kerckhoff (1972) stated that "Socialization" was process that the person tried to search knowledge, skill, and feeling of mind and disposition to help him/her to be able participate to members of group in the society. There is no society in the world that do not have this process because it prepared the new member in the society to do activity and to take responsibility for social.

Broom Selznick (1973) declared that "Socialization" in to two aspects that were social aspect and individual aspects. In the social aspect, it was a process of making the person to be a member of society by learning the various cultures, and traditions. Socialization is begun at child stage and it was lifelong process. In the aspect of individual, socialization was process to make people to develop oneself by social interaction with others, including the development of person in terms of his/her

identity, ideal, value, and aim, which were different from the others with 4 main issues that were cultivate disciplines, aspiration, social role, and skills.

For the means of socialization, Supatra Supap (1991) pointed out that there were two ways as follows:

1) Direct socialization was nurturing that require the person to correctly perform in accordance with the regulations and pattern set by the social group. It would tell that what should do or not do, and what is right or wrong. The socialization would tremendously affect to the personality development, and would point the way and intentionally suggest the practice guideline for person in order to let person be able to correctly and appropriately pose himself for a certain situation. The representative of socialization was family, school, and temple.

2) Indirect socialization was nurturing without directly tell, but the person would receive the experience or usefulness from observation or learn from the other actions. The group of friends and family were social representatives.

## **2.4 Concept of Tourism**

### **2.4.1 Meaning of Tourism**

Robert Christie Mill, and Alastari M. Morrisson (cited in 1994: 12) gave the meaning of tourism that was a pattern of recreation of human beings. It was a activity occurred in the leisure time by binding with the travel from one to another place that was from one's home to tourism site with the aims for gain experience and knowledge for relaxation both mind and body from the different activities in order to response oneself.

International Union of Official Travel Organization (IUOTO) (cited in Sarana Chaiprasert, 1986: 30) concluded that the travel in term of tourism attribute had to

- 1) To be travel from general residence to others place for temporary
- 2) To be voluntary travel
- 3) To travel with any aim that be not for a carrier or earn income.

Wanna Wongwanich (1996: 17) gave the meaning of tourism that people travel to different places and during this period having the occurred activities such as visit beautiful places or the strange views or shopping.

### **Motivation Factors of Tourism**

Motivation Factors of Tourism (Wanij Weeraya, 1991 and Sompong Kasemsin, 1974) stated that in the ancient time, the human tourism was a travel that occur with the necessity because they did not have the certain residences or sometimes, it occurred due to war, religion dissemination. Afterward, when human beings had permanent settlement and had better living so they searched the happiness from tourism. It becomes an important activity in human life because human beings need a recreation. Therefore the cause of motivation, would be a need of human being with instinct but the motivation for tourism would be different according to an individual, a duration, a culture and society. From these reasons, it was found that study about motivation would help to increasingly understand the behavior of tourism since generally, tourism often had any motivation. R.W.Mcintosh (1972) divided the motivator into 4 types as follows:

1) Physical Motivator was a motivation of requirement for physical relaxation. It was a pattern of recreation such as sport activity, medical treatment with special mean, which involved the individual health. In this case, it caused the tourism for health recovered, including co-operation to sport such as fishing, skiing, and hunting in order to escape from the state of stress of living for instance.

2) Cultural Motivators was a motivation to cause the wish for travel for learning about other countries and lifestyle of people in that country. It was a curiosity to know and see about culture, which was expressed in term of art, music, literature, and folk fable for instance. It was a tourism to see important things of other countries such as ancient places, culture, tradition, and game plays.

3) Interpersonal Motivators was a motivator in a attribute of requirement to visit relatives, friends, or to meet the new person who had a new concept and idea or search a new friend, or to escape from the routine work, and repeated state of daily life for instance.



4) Status and Prestige Motivators was a motivator to express one status and prestige. It was in term of travel for business in his/her position or to study, including for higher successfulness in the profession.

From these 4 types, H. Robinson (1976) used as base for adjust to define the aims of general people tourism by dividing into 8 objectives as follows:

- 1) For relaxation and refreshment of body and mind for modern lifestyles with hurry, stress, and be tired.
- 2) For health purposes such as recovers, and medical treatments like as mineral water bath, and sun bath for health for instance.
- 3) For active participation in a wide variety of sport such as walk rally, mountain climb , skiing, sailing, fishing, and hunting for instance.
- 4) For sheer pleasure, fun and excitement in feature of holiday – making.
- 5) For interest in foreign parts, especially in places, particularly, ancient places, old cultures or place held a fair in the art, music, and drama for instance.
- 6) For interpersonal reasons such as relative visit, searching new friend, and escaping from meeting with the routine work.
- 7) For spiritual purposes such as religious ritual in the holy place.
- 8) For professional or business reasons such as participate in the international conference in his/her career, and seminar of members in the same organization for instance.

#### **2.4.2 Components of Tourism**

Components of tourism can be divided into 3 types as follows:

1) Attraction means thing that is attractive one's mind to be interested to travel to tourism sites. Tourism attraction means the area that the tourists visit and this area had the attraction things. Therefore, the tourism attraction is a interesting tourism site or various tourism sites. That tourism site, a lot of tourists were interested and visit. Tourism attraction can be divided into 2 types as follows:

1.1) Natural attraction factors were naturally beautiful to attract people to tour or visit that area such as forest state, and wildlife life for instance.

1.2) Historical and Cultural attraction factors means the building that constructed by human being, and it was attractive for people to visit or tour in that area such as architectural constructions (temples, and palaces at ancient city of Sukhothai and Ayutthaya.

Way of living of people activities (Floating market), cultures and traditions (Loykrathong, Thai traditional dance, Candle parade) or activity, were constructed by people (Music show, and traditional fair).

2) Facility means things that support the tourism in order to accommodate tourism. The most importance was “staying or lodging over night” whether it would be which hotel, and guest house, subsequence was “Food Consumption”. Therefore, the food restaurants or food shops should adequately provided. The tourism information was included to service for tourists so they can conveniently travel. Moreover, the tourism service was also a tourism facility for tourists who want the convenient travel, so tourist companies were able to provide this facility.

3) Accessibility means to enter tourism site that needs transportation for tourist to conveniently reach the tourism site. There were 3 ways of transportation that were by “land, water, and air”. If any tourism site can be reached by three ways, that site would be a good development. When there was transportation, it needed the vehicles for transportation for land, water, and air to transport tourists to reach tourism site. These were the importance to access tourism sites.

### **Types of Tourism Site**

Tourism resources means the tourism places that include both natural tourism site, human-made tourism site, and activities, culture, and tradition that reflect to the culture of each community with the dominant, attractive, and interesting attributes were also included such as Songkran festival or boat racing for instance (Wanna Wongwanich,1996).

Wanna Wongwanich (1996: 58-61), divided type of tourism resources according to the requirement of tourist into two types as follow:

1) Tourism resource occurred by natural environment, this was accounted to the most natural attraction because it was naturally occurred. It might be beautiful or strange. Thailand is famous in term of having the various beauties of natural tourism sites.

1.1) Scenery: Natural sceneries with the beautiful and strange features, would attract tourists to visit, particularly, providing convenient transportation to reach the naturally tourism site, tourists would visit increasingly.

1.2) Wildlife was a part of natural beauty that was able to gradually attract tourist because its living was an interesting thing to study. It has been become extinct. Nevertheless, it can be seen at national protected forest, and national park.

1.3) Climate, the different climate from tourist locality, it would cause tourism such as summer season; the people would visit the beach.

1.4) Natural phenomenon occurred, such as an eclipse of the sun.

2) Manufactured attraction had the opposite attribute to natural resource tourism such as funny parks, department stores, shopping centers, and hotels, including modern technology, art, cultures, and traditions. These were very attraction to tourists as well.

Tourism Authority of Thailand (TAT) (cited in Prapawadee phathongjeen, 1995), divided the tourism resource into 3 types according to the attribute of tourist requirement as follows:

1) Nature was a tourism site that was beautifully natural occurrence such as mountain, waterfall, hot spring water, national protected forest for instance.

2) Archeological site and religious places were temples, archeological sites, historical park, and ancient community.

3) Art, culture, tradition, and activity were another tourism resources in term of attributes of ceremony, traditional fair, lifestyle, and way of life such as Songkran festival, rural group, and seaman village for instance.

## **Types of Tourist**

World Tourism Organization (Tourism Authority of Thailand, 1992) divide types of tourists according to the aims of travel into three types as follows:

- 1) Business Tourist traveled due to the business reason or meeting, or goods exhibition.
- 2) Specific Tourist traveled to response their specific needs such as education tour.
- 3) Leisure Tourist means person who travel to a certain place for satisfaction or do not have any specific reason but for holiday only.

## **Tourism Industry**

Tourism is an industry to give service. It has been rapidly growth to all continents of the world with a specific identity, which differs from product industries since the consumption of tourism industry, the consumers or tourists must travel to use service or touch the tourism sites at that tourism site because it could not import tourism site to consume at their places like other products. Therefore, there is a process in tourist services system to provide the convenience for tourists such as information service, transportation service, service for convenience of in and out country, service of tourism company, service of staying, service of restaurants, food shops, service of souvenir, service of entertainment, and service of safety for instance. These service would be a bridge to conveniently connect to make tourists to travel to touch with tourist attraction as one wishes or demand. TAT would promote and stimulate with marketing system until one made up one's mind to travel increasingly. Results of receiving the different services and touching of tourism sites, tourists will justify that how much they satisfy. Every country that has the tourism industry, wish to develop to be satisfied by tourists because it will cause a variety of benefits from this chain reaction, that the tourists will help to extend this result by persuasion their friends to travel to that country. This will increase a large number of income of country and it will help to build different jobs and careers in the involved business to distribute to every areas both in urban, and rural areas. Therefore, this will decrease

the joblessness, alleviate the labor migration from rural area to city, help to resuscitate activities of traditions, and development of tourism sites; additionally, development of the basic structure to raise the life quality, and living of people to be better.

Besides, it is useful for disseminate country's name to be more well known in the world society, and it will be good effect for well implementation of activities of economy, society, and politics in the national stage in the present. Therefore, different countries in the world use tourism industry as tool to assist development of the country extensively.

For Thailand, has an advantage and can be counted as leader of tourism in this region since it has various beautiful nature and good quality because the different tourism sites included natural sites, archeological sites, ancient places, ancient objects, and tourism sites of cultures, traditions, and various activities more than 1,000 sites that distribute around the country. Therefore, these tourism sites added to the other factors within the country such as good temperament of Thai people, inexpensive expense, and convenient transportation, will be attraction factors to invite tourists from inside and outside the country to tremendously travel to visit Thailand. In the annual of 1999, there were 5.7 million foreign tourists traveled to visit Thailand so it made income more than hundred thousand million baht. Due to increment of tourists, a variety of activity occurrences, it cause utilization of natural resources, and environment relatively because it has to provide all facilities in the tourism site.

Therefore, development and conservation of tourism site should be important activities to be pay attention, and effective implementation have to continuously do in order to lead to assist tourism to be a tool for actually economic and social development for short and long terms to accomplishment any aims of tourism at present and future. This depends on the quality of tourism site as important part. The essential condition of accomplishment of good quality of tourism sits or destinations are development and conservation of tourism sites with the effective administration after that tourism site had already developed.

Development and conservation of tourism sites are the important activities toward the sustainability, progress, and accomplishment of tourism industry of country. Even though, the implementation with strong marketing activity was accepted as an important and a necessity parts but it is not enough to develop

sustainable tourism if it lacks to develop the tourism with good quality and high potential to attract tourists. Therefore, the effective administration with systematical development and conservation will be accounted as enormously importance for development and progress in quality of tourism industry.

### **Administration of Tourism Industry according to the Eighth National Economic and Social Development Plan of Thailand B.E.2540-2544**

The Eighth National Economic and Social Development Plan of Thailand B.E.2540-2544, determined that tourism industry is one of tools to response in 1 of the 5 objectives which stated that “to develop the national economic with stability and balance, support opportunity in developing human resource in participation process and received the fair return of the development” by determining to increase tourists at least 7 percent per year and generate income from foreign currency to growth at least 15 percent per year including encourage Thai to travel within the boundary to increase at least 3 percent per year.

In addition to purpose in economic dimension, Thailand Tourism Authority (TTA) aiming to use tourism industry in developing social, natural, environment, and people standard of living. Which all of these issues aiming to reply with national development vision which is “Good Economic, Social Problem Free, and Sustainable Development” and to align tourism industry management according to main objective of National Economic and Social Development Plan The Eight which aiming at “people” as a main national development target which encourage every group of people in participating in developing tourism including systematically planning and resource management and balance in the economic, social, political, and environment dimensions. Therefore, the policy for developing tourism congruence with National Economic and Social Development Plan The Eight was determined as follows:

1. Support conservation and revive cultural art and tourism resources altogether with environment, by considering sustainable tourism development quality to bolster the growing number of tourists in long term and maintain the national characteristics and heritage thereafter.

2. Support cooperation among government and private sector including local people in participating in solving or preventing tourism problems and in developing and managing tourism resources to attract the tourists interest.
3. Support developing facilities to welcome and serve tourists which correspond to technology development especially by information service system with computer network nationally and internationally.
4. Support cooperation with neighboring countries in developing and encourage tourism marketing including developing transportation network and facilities relating to tourism services to develop Thailand to be a center of tourism in the region.
5. Support development of people in the country to be tourists that care for and conserve environment and tourism heritage including sincerely welcome tourists according to Thai good manner.
6. Support generation of human resource in tourism industry to serve the market demand at the international standard to bolster the free service policy including support Thai people to enter and employ in the tourism industry.
7. Managing tourists and entrepreneur in tourism industry to be protected according to travel business and guide act of B.E. 2535 including authenticity pushing the rigid standard in protecting and provide safety for tourists.
8. Support tourism business in developing standard of living of people which has positive impact in social development in the family, community and society of the country.
9. Support high quality foreign tourists to travel in the country more, stay longer, spending more, and travel to every region of the country by considering the limitation and capability to support the tourists in each tourism sites.
10. Create value for Thai to travel and spending in by traveling in the country in every regions throughout the year to increase tourism income

and spread out prosperity to the local which in turn impact the economy of the whole country.

11. Consideration about operating traveling business proportionately and optimally for each type of investors and support investment which aiming at the benefits of the whole country and organization.

### **Thailand Tourism Growth Trend during B.E. 2540-2544**

#### 1. Market Demand Factor

- a. Economic situation of new industrial country in Asia such as South Korea, Taiwan which continuously growing including the change in lifestyle which favor traveling to foreign country of the new industrial country is the changing factor that make these new industrial countries to be a target group of tourism industry in the future, and Thailand will get benefits from increasing number of tourists from these countries by shorter distance and goods that correspond to tourists demand.
- b. Technological advancement in Aviation, Communication which speed and accessibility to the whole population will encourage people to travel more including the reduction of cross border traveling which is another factor supporting the tourism industry.
- c. Political development in many countries which aiming to encourage peace and freedom, trade protection of each country was reducing and the political development will support people to travel more.

#### 2. Product Combination Factor

- a. Even though, Thailand will facing deteriorate image and reduction of tourism product standard which is the detrimental factor for tourism industry growth, but the current product including variety and natural authenticity including facilities



will be supporting factors for Thailand to compete in the market in a certain level.

- b. Advantage of location and adjustment of aviation policy to support Thailand to be and center of aviation route is another supporting factor for increasing number of tourists in the future.
- c. Government policy which interest in tourism industry and interest and support from private sector is another supporting factor for increasing number of tourists in the future.

### 3. Change in Market Structure and Behavior Factor

Change in tourism market structure will result in change in need and behavior of tourists in the following issues:

- a. Traveling experience and growth of new markets will result in tourist structure from these market which have less experience in traveling to Thailand but in the future tourists from these market will be a regular tourists travel to Thailand as in the old market which need and travel behavior had changed to plan to travel by themselves by choosing accommodation and tourism sites by themselves. Therefore, new tourism sites or new activities at the same tourism sites is necessary to present to the old group including maintaining standard and quality of tourism sites is the crucial factor to attract these group of tourists.
- b. Change in tourism market structure especially niche tourists who have special interest in some issues will play an important role in tourism industry. Large groups of travelers tend to decrease and change to small groups of travelers such as family group, aged group, female group, history interest group for example. Therefore, there is a need for marketing and developing the tourism product that serve these niche markets to compete with others in winning the heart of these groups.
- c. Global trend about environment conservation, natural traveling will play an important role in tourist behavior, ecotourism and

traveling by blending with the society is the issue that is the selling point and to bring this issue to protect country and setting standard to protect the country from the developing country.

### **Tourism Sites Development**

For a period of time government organization especially Thailand Tourism Authority conducting tourism development plan for each province from the foundation level by survey and conduct main planning and feasibility other than planning task TTA also create tourism sites development manual in which in the manual propose the development that parallel with environmental conservation. Moreover, there is a study on the impact of tourism on social and local culture including the limitation on number of tourists per site. Which all of these issues including, planning, creating manual, impact study, and site limitation study are tasks under the concept of Sustainable Development which means developmental planning which concern about environmentally sound development and limitations of resources and environment which will be used for development and prevention and vigilant the impact from tourism development and other related economic activities. All over is to utilize the natural resources with the highest efficiency and sustainable including distribute benefits to the social and prevent the pollution which may occurred. However, when consider at the operation level, the tourism development plan and researches could not bring to operation effectively, therefore, the growth of tourism is chaotic without dimension and result in negative impacts thereafter.

### **2.5 Concept about Interview**

Interview is the communication technique featuring personal encounter which involve directly collecting the data from the interviewee either is personal or group. The communication methods are expressed & observable conversation, interview, educational media, gesture, symbol, feeling, and behavior. Sometimes for the cost effective purpose, telephone interview may be used but one importance weak point of

using telephone interview is that the interviewer couldn't observe the behavior of interviewee directly but interviewer has to observe the feeling of interviewee from the voice instead. Interview is the process of interaction between interviewer and interviewee which has relationship as a core. Interview is the art of using question, by the opening questions will be the general questions followed by specific question, therefore, questions is mainly depend on the problem of interest. (Suree Chantramolee, 2543)

Theerawut A-Kakul (2544) mentioned that interview is the technique in collecting the data which has clear purpose between person who want to know sometimes called interviewers and person who provide fact and information sometimes called interviewees. The importance tool of interview is conversation of 2 parties by encountering face to face and may be applied language, gesture, symbols and facial expression. Moreover, interview is the method has more reliable and insight information than using self administered questionnaire.

### **2.5.1 Meaning of Interview**

Bingham, 1959 defined interview as the predetermined purposeful conversation which interviewer had predetermined plan about the subject (interviewee), topic, and objective and application of the results of interview.

Supang Chantawanich, B.E. 2542 defined interview as the purposefully conversation which has objective to collecting the data. Most of interview technique is not limited to the interviewee characteristics and flexible for interviewer to probe and observe the facial expression of the interviewee.

Theerawut A-Kakul, B.E. 2543 stated that interview is one of the techniques of data collection which applied purposeful conversation between person who want to know the story called interviewer and person who provide the data and information called interviewee. The important tools for interview is the conversation of the 2 parties.

### 2.5.2 Objectives of Interview

Suree Chantramolee (B.E.2543) referred to the objectives of interview as follows:

1. Use as a tool to investigate community, hospital, school, organization to explore data, fact, and study health behavior including study the current problem of community health, standard of living, and needs. All of these information is the ground data for support in planning, developing, improving the health situation of the community.
2. To study the phenomenon or situation such as health behavior for health planning, or advising or counseling.
3. To build relationship with people, get involve with, understanding building relationship, and cooperation for the guideline of helping.
4. Use as a tool for research health problem and sanitary problem.
5. Use in social welfare or nursery sanitary to interview patient and family before treatment was given.

### 2.5.3 Type of Interview

Classified by the objective of the study would be categorized into 4 types

1. Focused Interview is the interview is the interview which focus on the topic of interest for example the interview about the situation especially after watching cinema by interviewing personally about attitude, value of the topic of interest
2. Non-directive Interview is the interview that has no predetermined answer (open answer), it has to interview in details of the topic of interest. This method interviewer has to carefully to avoid interviewee shyness especially the notification of wrong or incorrect information but encourage interviewee to express and talk freedom. This interview method usually start with easy and open question for example ask about the previous working experience, and interviewer usually probe by using word “could you explain more” “what is the situation at that time”. The advantage point is that interviewer will understand the relationship of information and

attitude more better than interview that required short and condense answer but the disadvantage point is that if the interviewer didn't have predetermine purpose it will has less benefits.

3. In-depth Interview is the interview that needs insight and details of the answer. In-depth interview usually happened when interviewee is familiar with interviewer and provide the details information more than expected by interviewer.
4. Repeated Interview usually applied with panel study therefore, interviewer has to interview interviewee the second time to know the change in the topic of interest.

Classified by Interview Technique could be classified in to 3 major types

1. Structured Interview is the interview that asking questions pre-specified in the interview guideline without flexibility of changing the questions to ensure the same standard of interview when using more than 1 interviewer and to reduce prejudice of interviewing from both interviewer and interviewee. This technique may be further classified into 2 different techniques
  - a. Interview Schedule is the interview according to the questions in the questionnaire usually use when interviewee or respondents are illiterate or difficult to understand the questionnaire. This may allow flexibility in the interview process of each questions to enable interviewee to provide the answer which correspond to the objectives of the study
  - b. Questioned Interview is the interview technique that interview respondents without change in the interview process usually use in the Population Census Survey, Business Census Survey, and etc.
2. Unstructured Interview is the interview that have no explicit border by using interview guide line which stated only topic of interest but have question guide as a guideline for interviewer to extract the answer from the interviewee. The researcher has to determined the objectives of the study

and list the topics and sub-topics of interest for example is the history of the village, career, in each topics will have sub-topics and interviewers will ask about the topic of interest and using the questions such as who, what, where, when, why, and how.

3. Semi-structured Interview is the interview that consisted of questions which adjustable to get the clear answer.

#### **2.5.4 Steps of Interview**

Suwimil Tirakanun (2003) mentioned to the steps of Interview as follows:

- 1) Construction of interview form, and quality verification, for interview, it may be used interview form or only the issues. Nevertheless, it should be checked for validity and reliability in order to ensure the correctness.

- 2) Send the survey team to the field to prepare the field work, incase of local community people interview, the officer must be sent to contact with the responsible officers of that area, and he must check the correctness of name list of sample group, including make an appointment with the sample group at certain time.

- 3) Train/arrive at a complete understanding by catechism or questions and answers to every interviewer to be in the same standard.

- 4) Plan to practice in the field work.

- 4.1) Prepare the names of sample group and divided to give to interview in advance to prepare the complete interview form.

- 4.2) Define the examination of correctness of data and collect data in each day to prevent the mistake and the overlook when the time is passed.

- 5) During the interview, it should have some one to take responsibility as coordinators to supervise, take car, and motivate the interview team to practice, and to check before leaving from the field.

### 2.5.5 Principle of Interview

It should have different steps as follows:

1) Introduction, the interviewer had to introduce himself/herself to let the interviewee know and get familiar. Nevertheless, the interviewer had to notice the environment of the interviewee that he/she was ready to give an interview or not by considering on appropriateness of time and place.

2) Build good relationship; this step the interviewer must build the familiarity and good relationship to interviewee; therefore, it is a special technique of each interviewer to build familiarity and good relationship to make interviewee's readiness and satisfaction to answer the question. This technique was an art of interviewer to train such as the interviewee is going to finish his/her work, so interviewer should offer to assist a small work in order to build familiarity and good relationship.

3) Understand the objectives, the interviewer must understand the objectives of the set question in order to understand for asking the questions as complement for interview. The interviewer should tell the objectives of interview to the interviewee in order to create better understanding by tell at the beginning of interview.

4) Take note, the interviewer must prepare to take note during interview. Take note was done in order to record the answer from the interview into notebook or the structural interview form. This step, the interviewer must pay attention to get the real data.

5) Interview, the interviewer must prepare himself/herself for the interview in advance and must be trained technique and method of interview during interview as follows:

5.1) Observing, the interviewer must notice the manner of the interviewee, including the environments, atmospheres and boring and interesting of the interviewee about the topic of the interview.

5.2) Listening, the good interviewer must be a good listener, intended to listen the telling from the interviewee, even though, it was a long story, and sometimes, it did not related the asked story.

5.3) Questioning, the interviewer should know how to use the question by using the understandable question.

5.4) Probing, the interviewer should probe in order to stimulate to get the pertinent answer. In general, the objective of probing, the interviewee gave answers with completion, clarity probe, channel probe, in order to proof hypothetical probe, and receive reaction probe.

5.5) Say thank, after the interview was finished, the interviewer should say thank you to the interviewee for leaving, and for time devoting to give the interview. It was the expression of good manner. The good interview should not be longer than 1 hour, and the appropriate period was 30-45 minutes.

### **2.5.6 Benefits of Interview**

- 1) It can be used to people of every group, sex, and age, and it had no problems of illiteracy.
- 2) It can be applied and improved the mean of interview to be proper to the occurred situation all times of interview, and be explained the question of interviewee if he/she doesn't understand.
- 3) It get more sample than by mail interview.
- 4) It get information that the research did not plan before because the sample group gave more open data and it can be check the correctness of data during interview.
- 5) The manner and characteristics of interviewer while interview and it leded to the consideration of reliability of data.
- 6) It gave more details about the factors involved emotion and feeling better than questionnaire use.



### 2.5.7 Advantage and Disadvantage of Interview

Supang Chanthawanich (1999), mentioned about advantage and disadvantage of interview as follows:

#### Advantages

- 1) Interview was a direct communication between interviewer and interviewee and it was able to pertinently understand between interviewer and interviewee if there was any misunderstanding and it can be suddenly corrected.
- 2) Interview can be used with every education level of people whether that person was literacy or illiteracy, so it was better than questionnaire since it can be used for educated persons only.
- 3) Interview was more flexible for modification and correction or ask interviewee until he/she understood the question so it helped the problem of less questionnaire return.
- 4) During interview, interviewer can use the observation mean to be a complement to check whether the interviewee sincerely answered or not, Particularly, in case of status of living, income, and can evaluate their properties. It was an effective mean better than others.

#### Disadvantages

- 1) Interview consumes more expense (time, energy, and money).
- 2) Data from interview will be more reliable or not it depends on the cooperation and willingness of interviewee.
- 3) Accomplishment of interview depends on the ability of interviewer.
- 4) Interview depends on the emotional state, sometime data can be distorted.
- 5) Interview sometimes depends on suddenly decision or memory of interviewee, so data may be error.

## 2.6 Related Researches

At present, there is no direct related researches to beach massager, most of researchers studied the to trade in vice in different forms such as bath, stream, massage and host. Therefore, from searching of the related researches, it was found that there are researches involved the traditional massage, and basic massage were as follows:

Punjama Sorasomchart and Wanwimol Udomsriap, 1981 (cited in Suthisa Pluempitviriyavej, 2001), studied Alternative of treatment: Massage, pressing the point, and acupuncture by observation and interview the customers of 5 service places. The finding revealed that massage, pressing the point, and acupuncture are able to cure diseases and symptoms very well. In particular, disease about bone, muscle, and nerves. Most of customers (96.97%) were satisfactory to this type of treatment since it gave the good results with no side effects and pay less than drug treatment.

Rungthiwa Chanpitthayanukulkit, 1985 (cited in Suthisa Pluempitviriyavej, 2001), studied on treatment of the pain of neck with Thai traditional massage. Results showed that when treated with pressing at the pain point according Thai traditional massage, it can decrease the pain at the patients' neck due to the stress of muscle and limitation of joint movement.

Prayot Boonsinsook, Prapoj Petrakas, and Rungthiwa Chanpitthayanukulkit, 1987 (cited in Suthisa Pluempitviriyavej, 2001), studied on use of Thai massage for treatment of muscle and joint pains (In the government public health unit). The finding revealed that massage can very well decrease pain of muscle due to the blood circulation, and the pain of joint due to inelasticity of connective tissue.

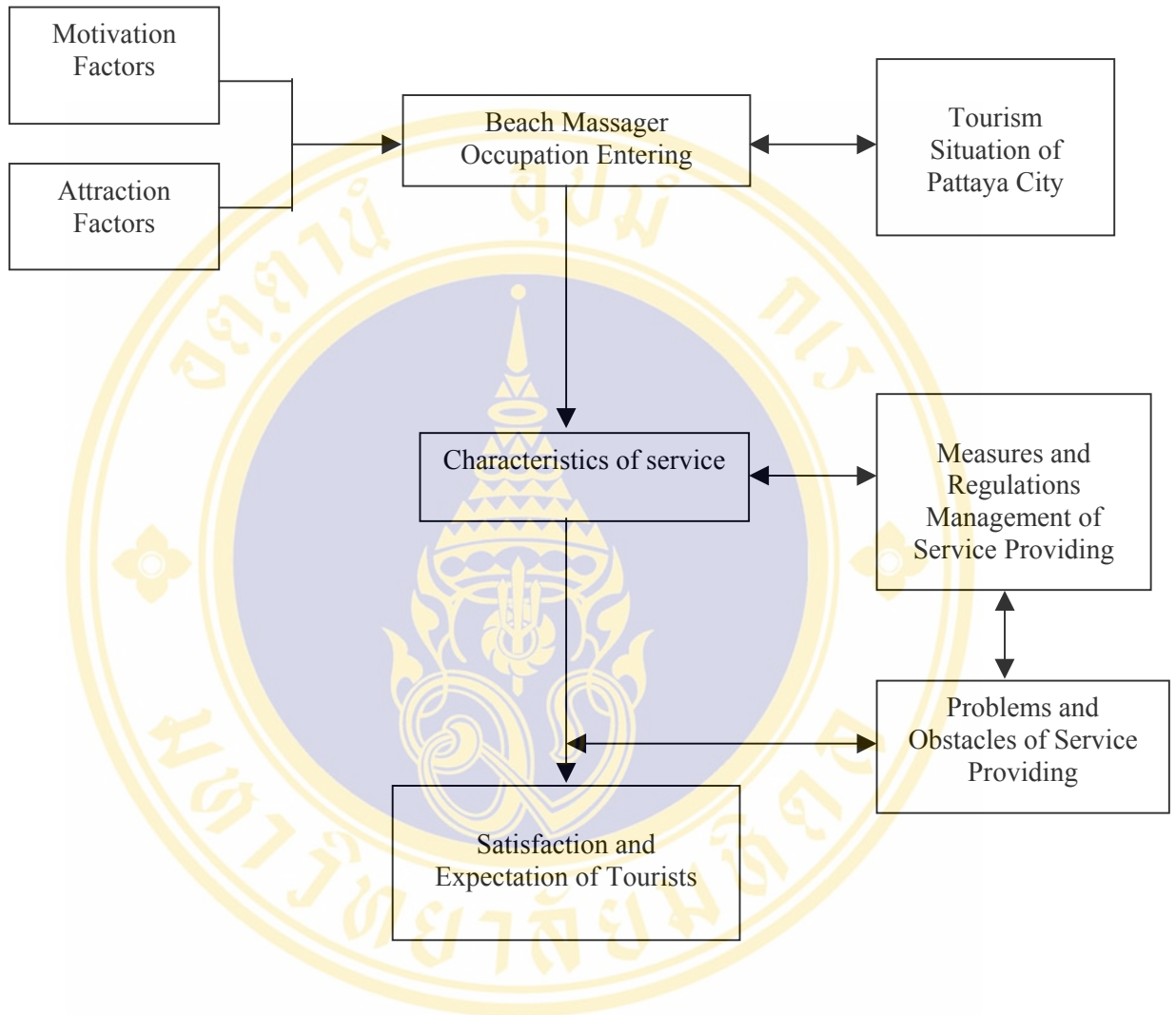
Anuwat Supachart, 1987 (cited in Suthisa Pluempitviriyavej, 2001), studied Thai massage to treat for leg pain and joint pain in Udonthani Hospital with 4 groups of patients with headache, neck, shoulder, back, and knee pains. Results showed that massage was able to decrease their pain in 2 of 3 in all patients. The most effectiveness was the headache group, and the less was shoulder pain.

Wijittra Kusum, (1989) studied the results of pressing at pain point, and massage towards the level of pain in the patient with the lower back pain. The finding revealed that to press and massage decrease the pain with statistical significance and it can decrease usage of analgesic drug with statistical significance.

Wattana Rochanawijitkul and Somnuek Suchaithanavanich, 1997, (cited in Suthisa Pluempitiviriyavej, 2001), studied That massage to decrease the behavior of usage of analgesic drug for the patients of muscle system, joint, bone and regular usage of analgesic drug by evaluating before and after massage. The study revealed that massage can decrease the patients of muscle system, joint, bone with 97.10%.

Suthisa Pluempitiviriyavej, (2001), studied the Northeast traditional massage: A case study of Amphur Suwqankuha, Nongbualumpu Province. The research revealed that Northeast traditional massage was still stand under the context of community, tradition massager, and service receiver had the same world view and belief about body. Service receivers believed that “line” was abnormal so it needed to massage so they would searched for different service before massage or they directly come to receive massage since they had experience before. Moreover, the easiness of accessibility, familiar manner, convenience, inexpensiveness, no limitation of time, the reliability of body of knowledge of massage transferred from their ancestors, it was found that massage can cure different symptoms such as pain of muscle, finger joint, shoulder joint, feet joint sprain or twist, stuffy stomach, full of gas in abdomen, and uterus lower than normal position but it can't cure the torn tendon, and bone joint move out the bowl.

## 2.7 Research Conceptual Framework



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research was studied on “Beach Massagers and Tourism industry of Pattaya City: A Case Study of Dong Tan Beach Area” with the objectives of this research are to study the process of entering to be beach massager career, the characteristics of service of beach massager provided to tourists, tourists’ satisfaction toward beach massagers service, the management of regulations and measures for the service of beach massagers. The research methodology was implemented as followings.

1. Pattern of Research
2. Population and Sample
3. Tools used in the Research
4. Data Collection
5. Data Analysis

#### **3.1 Pattern of Research**

This research included a survey research and a qualitative method. Data were collected by method of cross-sectional survey research.

#### **3.2 Population and Sample**

##### **3.2.1 Sample Group**

Sample group in this study were 20 massagers who give their service at Dong Tan Beach, Jomthien, Pattaya City, Chonburi Province, 100 customers both Thai and foreigner who received the service of beach massage, and other 20

stakeholders who were municipal officer, merchants and beach bed owner selected by accidental sampling method.

The selecting process of sample group was done as follows:

- 1) Selecting 20 both male and female beach massagers who give their services at Dong Tan Beach, Jomthien, Pattaya City, Chonburi Province by sampling from the one who was registered with the municipal management sector and wore the coat with the symbol of licenses (in order to know that he/she had already registered).
- 2) Selecting 10 beach massager who were younger than 30 years old with 5 males and 5 females, and others 10 persons who were older than 30 years old with 5 males and 5 females.
- 3) Selecting 100 customers both Thai people, and foreigner, who received the service of beach massage, was done by accidental sampling method.
- 4) Selecting other 20 stakeholders, who were municipal officer, merchants and beach bed owners, was done by accidental sampling method.

### 3.3 Tools used in the Research

#### 3.3.1 Tools for Data collection

Tools used for data collection were as follows:

- 1) The questionnaire used for beach massager was divided into 2 sections.

**Section 1:** questionnaire about the individual information of sample group, were sex, age, educational level, prior domicile, marital status, number of children, residence, and feature of residence. The questionnaire was checklist.

**Section 2:** questionnaire about the motivation and attraction factors to enter the career, were the background before entering to be a beach massager, process of entering to be a beach massager, way of living, satisfaction, expectation, and world view. The questionnaire was checklist.

2) The questionnaire used for tourist (customer) was divided into 2 sections.

**Section 1:** questionnaire about the individual information of sample group, were sex, age, educational level, occupation, income, marital status, province/country. The questionnaire was checklist.

**Section 2:** questionnaire about the attribute of service receive, and service use, the questionnaire was check list.

3) The questionnaire used for stakeholder who involved to the beach massager were municipal officer, merchants and beach bed owners. The questionnaire was open end.

4) In-depth interview form

### 3.3.2 Step for Tool Construction

The researcher had the step of questionnaire construction, which was the tool for this research as follows:

1) Study about theories and concepts of Thai traditional Massage, the Social and Cultural Change, Socialization, Tourism, from the documents and related literatures.

2) Construct the questionnaires according to cover the contents by studying from the questionnaire that have the similar characteristics.

3) Let the experts to examine the content validity of constructed questionnaires.

4) Improve the questionnaires according to the experts recommendations.

### 3.3.3 Determination the Tools Quality

Researcher implemented to determine tool quality by determining the content validity. The constructed questionnaires were examined by the experts, and then it was improved.

### 3.4 Data Collection

The researcher collected the data with the constructed questionnaires by himself. The data collection was implemented in the field by interviewing, observing, and participating.

### 3.5 Data Analysis

For the data analysis, the researcher checked the completed questionnaires to give the scores according to the set criteria, then it was analyzed by using the computer with SPSS program by preparing the code book, checking the questionnaires and coding the data from the questionnaires to the program and checking the correctness of the data entered before analyzing. The step were implemented as follows:

- 1) Check the completeness of the questionnaires, the completeness of the questionnaires were selected to check to give the score for each question according to the set criteria.

- 2) Analysis the questionnaire for beach massager

- 2.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, prior domicile, marital status, number of children, residence, and feature of residence by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

- 2.2) Analyze the questionnaire about the motivation and attraction factors to enter the career, were the background before entering to be a beach massager, process of entering to be a beach massager, way of living, satisfaction, expectation, and world view by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

- 3) Analysis the questionnaire for Tourist (customer).

- 3.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, occupation, income, marital



status, province/country by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

3.2) Questionnaire about the attribute of service received, and service use by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

4) Analysis the questionnaire used for stakeholder who involved to the beach massager were municipal officer, merchants and beach bed owners by using description statistics.

5) Analysis the in-depth interview was done by using description statistics.



## CHAPTER IV

### RESULTS

In this research, the researcher analyzed the data with computer program. The data analysis was implemented by dividing into 4 sections as follows:

#### **Section 1:** Analysis the data of beach massager

1.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, prior domicile, marital status, number of children, residence, and feature of residence by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

1.2) Analyze the questionnaire about the motivation and attraction factors to enter the career, were the background before entering to be a beach massager, process of entering to be a beach massager, way of living, satisfaction, expectation, and world view by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

#### **Section 2:** Analysis the data of Tourist (customer).

2.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, occupation, income, marital status, province/country by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

2.2) questionnaire about the attribute of service received, and service use by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

**Section 3:** Analysis the questionnaire used for stakeholder who involved to the beach massager were municipal officer, merchants and beach bed owners by using description statistics.

**Section 4:** Analysis the in-depth interview was done by using description statistics.

**Section 1:** Analysis the data of beach massager

1.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, prior domicile, marital status, number of children, residence, and feature of residence by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

**Table 2 Number and Percent of the Beach Massagers Classified by Sex**

Sex	Number (persons)	Percent
Male	10	50.00
Female	10	50.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 2, it showed that 20 beach massagers who were the sample group consisted of 50.00 percents of males and 50.00 percents of females.

**Table 3 Number and Percent of the Beach Massagers Classified by Age**

Age	Number (persons)	Percent
25-30 Years	10	50.00
31-35 Years	2	10.00
36-40 Years	4	20.00
41-45 Years	2	10.00
46-50 Years	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 3, it showed that the beach massagers who were the sample group, most of them (50.00%) had the age group between 25-30 years, subsequently, 36-40 years (20.00%), 31-35 years(10.00%) , 14-45 years(10.00%), and 46-50 years (10.00%) respectively.

**Table 4 Number and Percent of the Beach Massagers Classified by Educational Level**

<b>Educational Level</b>	<b>Number (persons)</b>	<b>Percent</b>
Primary Level 1 – 3	12	60.00
Primary Level 4 - Secondary Level 3	6	30.00
High School Level 4 - 6	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 4, it showed that the beach massagers who were the sample group, most of them (50.00%) had the educational level of primary level 1 – 3 (60.00%), subsequently, primary level 4-secondary level - 3 (30.00%), and high school level 4 – 6 (10.00%) respectively.

**Table 5 Number and Percent of the Beach Massagers Classified by Province**

<b>Province</b>	<b>Number (persons)</b>	<b>Percent</b>
Bangkok Metropolis	3	15.00
Nonthaburi	1	5.00
Chonburi	8	40.00
KhonKhaen	2	10.00
Surin	1	5.00
Roi-Ed	2	10.00
Burirum	1	5.00
Suratthani	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 5, it showed that the beach massagers who were the sample group, most of them (40.00%) lived in Chonburi, subsequently, lived in Bangkok Metropolis (15.00%), and lived in Khonkaen, Roi-Ed, and Suratthani (10.00%) respectively.

**Table 6 Number and Percent of the Beach Massagers Classified by Marital Status**

<b>Marital Status</b>	<b>Number (persons)</b>	<b>Percent</b>
Marriage	13	65.00
Divorce	7	35.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 6, it showed that the beach massagers who were the sample group, most of them (65.00%) had marital status of marriage; subsequently divorce (35.00%) respectively.

**Table 7 Number and Percent of the Beach Massagers Classified by Number of Children**

<b>Numbers of Children</b>	<b>Number (persons)</b>	<b>Percent</b>
No	-	-
Have	20	100.00
1 persons	3	15.00
2 persons	6	30.00
3 persons	3	15.00
4 persons	5	25.00
6 persons	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 7, it showed that the beach massagers who were the sample group, most of them (30.00%) had 2 children; subsequently, had 4 children (25.00%), and 1 child, 3 children, and 6 children, (15.00%) respectively.

**Table 8 Number and Percent of the Beach Massagers Classified by Residence**

Residence	Number (persons)	Percent
Family	14	70.00
Relatives	6	30.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 8, it showed that the beach massagers who were the sample group, most of them (70.00%) lived with the family; subsequently lived with relatives (30.00%) respectively.

**Table 9 Number and Percent of the Beach Massagers Classified by Feature of Residence**

Feature of Residence	Number (persons)	Percent
His/her house	13	65.00
Rent house/rent room	7	35.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 9, it showed that the beach massagers who were the sample group, most of them (65.00%) had feature of residence of owner; subsequently rent house/rent room (35.00%) respectively.

1.2) Analyze the questionnaire about the motivation and attraction factors to enter the career, were the background before entering to be a beach massager, process

of entering to be a beach massager, way of living, satisfaction, expectation, and world view by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

### **Prior Background before Entering to Beach Massager Career**

**Table 10 Number and Percent of the Beach Massagers Classified by Prior Occupation**

<b>Prior Occupation</b>	<b>Number (persons)</b>	<b>Percent</b>
Merchant	10	50.00
For hire	5	25.00
Other	5	25.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 10, it showed that the beach massagers who were the sample group, most of them (50.00%) were merchants; subsequently for hire (25.00%) respectively.

**Table11 Number and Percent of the Beach Massagers Classified by Income of Prior Occupation**

<b>Income of Prior Occupation</b>	<b>Number (persons)</b>	<b>Percent</b>
Less than 3,000 baht	7	35.00
3,001-5,000 baht	8	40.00
5,001-8,000 baht	2	10.00
8,001-11,000 baht	-	-
11,001-14,000 baht	-	-
Higher than 14,001 baht	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 11, it showed that the beach massagers who were the sample group, most of them (40.00%) had income between 3,001-5,000 baht; subsequently had income less than 3,000 baht (35.00%), and higher than 14,001 baht (15.00%) respectively.

**Table 12 Number and Percent of the Beach Massagers Classified by Causes of Career Finished**

<b>Causes of Career Finished</b>	<b>Number (persons)</b>	<b>Percent</b>
Bore the work	2	10.00
Inadequate income	12	60.00
Others	6	30.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 12, it showed that the beach massagers who were the sample group, most of them (60.00%) caused of inadequate income; subsequently had income less than 3,000 baht (35.00%), and money problem due to accident and unable to work (10.00%) respectively.

**Table 13 Number and Percent of the Beach Massagers Classified by Periods of Career Finished**

<b>Periods of Causes of Career Finished</b>	<b>Number (persons)</b>	<b>Percent</b>
Less than 1 Year	-	-
1 – 2 Years	4	20.00
3 – 4 Years	5	25.00
Longer than 4 Years	11	55.00
<b>Total</b>	<b>20</b>	<b>100.00</b>



From table 13, it showed that the beach massagers who were the sample group, most of them (55.00%) period of career finished with 4 years; subsequently 3-4 years (25.00%), and 1-2 years (20.00%) respectively.

**Table 14 Number and Percent of the Beach Massagers Classified by Causes of Entering to the Beach Massager Career**

<b>Causes of Entering to the Beach Massager Career</b>	<b>Number (persons)</b>	<b>Percent</b>
Good income	5	25.00
Persuasion of Friend	8	40.00
Can not find Job	4	20.00
Others	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 14, it showed that the beach massagers who were the sample group, most of them (40.00%) entering to be a beach because of persuasion of friend; subsequently good income (25.00%), and can not find job (20.00%), respectively.

**Table 15 Number and Percent of the Beach Massagers Classified by Income**

<b>Income</b>	<b>Number (persons)</b>	<b>Percent</b>
3,001-5,000 baht	8	40.00
5,001-8,000 baht	9	45.00
8,001-11,000 baht	1	5.00
11,001-14,000 baht	2	10.00
More than 14,001 baht	-	-
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 15, it showed that the beach massagers who were the sample group, most of them (45.00%) had income between 5,001-8,000 baht; subsequently had income less than 3,001-5,000 baht (40.00%), and more than 11,001-14,000 baht (10.00%) respectively.

**Table 16 Number and Percent of the Beach Massagers Classified by Periods of Present Career**

<b>Periods of Present Career</b>	<b>Number (persons)</b>	<b>Percent</b>
Less than 1 year	1	5.00
1 – 2 years	4	20.00
3 – 4 years	3	15.00
Longer than 4 years	12	60.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 16, it showed that the beach massagers who were the sample group, most of them (60.00%) period of present more than 4 years; subsequently 1-2 years (20.00%), and 3-4 years (15.00%) respectively.

**Table 17 Number and Percent of the Beach Massagers Classified by Satisfaction Present Career**

<b>Satisfaction Present Career</b>	<b>Number (persons)</b>	<b>Percent</b>
Satisfaction	20	100.00
Not satisfy	-	-
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 17, it showed that the beach massagers who were the whole sample group (100.00%) satisfied the present career of beach massager.

**Table 18 Number and Percent of the Beach Massagers Classified by Opinion that Present Career Make Better Living**

Satisfaction Present Career	Number (persons)	Percent
Yes	17	85.00
No	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 18, it showed that the beach massagers who were the sample group, most of them (60.00%) had opinion that the present career make better living (85.00%); and had no satisfaction (15.00%) respectively.

#### **Process of Entering to be a Beach Massagers**

**Table 19 Number and Percent of the Beach Massagers Classified by Needs of Training**

Needs of Training	Number (persons)	Percent
Beach Massager	2	10.00
Learning with Teacher	10	50.00
Learn by oneself	2	10.00
Others	6	30.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 19, it showed that the beach massagers who were the sample group, most of them (50.00%) wanted to practice by learning with teacher; subsequently they wanted to practice with the governmental sectors (30.00%) and with the beach massager (10.00%) respectively.

**Table 20 Number and Percent of the Beach Massagers Classified by Needs of Learning**

Needs of Learning	Number (persons)	Percent
Less than 1 month	7	35.00
2-3 months	10	50.00
4-5 months	-	-
More than 5 months	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 20, it showed that the beach massagers who were the sample group, most of them (50.00%) wanted to learn 23 months; subsequently they wanted to learn less than 1 month (35.00%) and more than 5 months (15.00%) respectively.

**Table 21 Number and Percent of the Beach Massagers Classified by Contract to Entering Beach Massager Career**

Contract to Entering Beach Massager Career	Number (persons)	Percent
Contract by Oneself	14	70.00
Contract by Friend	4	20.00
Contract by family	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 21, it showed that the beach massagers who were the sample group, most of them (70.00%) contracted to be a beach massager by himself/herself; subsequently friend contracted for him (20.00%) and family contracted for them (10.00%) respectively.

**Table 22 Number and Percent of the Beach Massagers Classified by Payment for Place**

<b>Payment for Place</b>	<b>Number (persons)</b>	<b>Percent</b>
Less than 1,000 baht	14	70.00
1,001-2,000 baht	6	30.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 22, it showed that the beach massagers who were the sample group, most of them (70.00%) paid for the place for working less than 1,000 baht per month; and paid 1,0001-2,000 baht per month (30.00%) respectively.

**Table 23 Number and Percent of the Beach Massagers Classified by Working Time**

<b>Working Time</b>	<b>Number (persons)</b>	<b>Percent</b>
08.00 a.m.	2	10.00
08.30 a.m.	-	-
09.00 a.m.	3	15.00
09.30 a.m.	-	-
10.00 a.m.	3	15.00
Others	12	60.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 23, it showed that the beach massagers who were the sample group, most of them (60.00%), had uncertainly working time; subsequently starting at 9 a.m., and 10 a.m. (15.00%) respectively.

**Table 24 Number and Percent of the Beach Massagers Classified by Time off Work**

<b>Time off Work</b>	<b>Number (persons)</b>	<b>Percent</b>
5.00 p.m.	3	15.00
Others	17	85.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 24, it showed that the beach massagers who were the sample group, most of them (85.00%), had uncertainly finished time; subsequently finished at 5 p.m.

### Lifestyles of Beach Massagers

**Table 25 Number and Percent of the Beach Massagers Classified by Payment of the Police or Municipal Officer**

<b>Payment of the Police or Municipal Officer</b>	<b>Number (persons)</b>	<b>Percent</b>
Give	4	20.00
Don't give	16	80.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 25, it showed that the beach massagers who were the sample group, most of them (80.00%), did not pay to police or municipal officer; subsequently paid for 20 baht per head (20.00%).

**Table 26 Number and Percent of the Beach Massagers Classified by Problems of Work**

<b>Problems of Work</b>	<b>Number (persons)</b>	<b>Percent</b>
Have (Customer did pay all, and fight for customer)	5	25.00
Don't have (Because of No enemy)	15	75.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 26, it showed that the beach massagers who were the sample group, most of them (75.00%), did not have problem of work because of no enemy); subsequently had problem that the customer did pay all, and fight for customers (25.00%).

**Table 27 Number and Percent of the Beach Massagers Classified by Problem Occurrences**

<b>Problem Occurrences</b>	<b>Number (persons)</b>	<b>Percent</b>
Work	1	5.00
Police/municipal officer	1	5.00
Customers	1	5.00
Merchants	1	5.00
Friend at work place	1	5.00
Others	15	75.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 27, it showed that the beach massagers who were the sample group, most of them (75.00%), had the other problem such as family problem, and money problem; subsequently problems were work, police/municipal officer, customers, merchants, and friend at work place (5.00%) respectively.

**Table 28 Number and Percent of the Beach Massagers Classified by Pattern of Service**

Pattern of Service	Number (persons)	Percent
Thai Traditional Massage	5	25.00
Oil Massage	1	5.00
Others	14	70.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 28, it showed that the beach massagers who were the sample group, most of them (75.00%), had the other pattern of service such as massage for muscle relaxation, massage for cure the pain by pressing the painful part, and feet massage; subsequently Thai traditional massage (25.00%) respectively.

**Table 29 Number and Percent of the Beach Massagers Classified by Place outside the Beach**

Place outside the Beach	Number (persons)	Percent
Ever	3	15.00
Never	17	85.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 29, it showed that the beach massagers who were the sample group, most of them (85.00%), had never massaged outside the beach; and had ever massaged outside the beach (15.00%).



**Table 30 Number and Percent of the Beach Massagers Classified by Service Charge (for Thai People)**

Service Charge (for Thai People)	Number (persons)	Percent
Less than 200 baht	5	25.00
201-300 baht	15	75.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 30, it showed that the beach massagers who were the sample group, most of them (75.00%), charged Thai people with 201-300 baht, and less than 2000 baht (25.00%).

**Table 31 Number and Percent of the Beach Massagers Classified by Service Charge (for Foreigners)**

Service Charge (for Foreigners)	Number (persons)	Percent
Less than 200 baht	1	5.00
201-300 baht	16	80.00
301-400 baht	2	10.00
More than 401 baht	1	5.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 31, it showed that the beach massagers who were the sample group, most of them (80.00%), charged foreigners with 201-300 baht, less than 2000 baht, and more than 401 baht (5.00%) respectively.

**Table 32 Number and Percent of the Beach Massagers Classified by Service Hour per Time**

Service Hour per Time	Number (persons)	Percent
31 – 45 minutes	1	5.00
46 minutes – 1 hour	17	85.00
More than 1 hours	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 32, it showed that the beach massagers who were the sample group, most of them (85.00%), gave the service for 46 minutes -1 hour; subsequently more than 1 hours (10.00%), and 31-45 minutes (5.00%) respectively.

**Table 33 Number and Percent of the Beach Massagers Classified by Special Income**

Special Income	Number (persons)	Percent
Tip	15	75.00
Commission for the bed owners	3	15.00
Others	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 33, it showed that the beach massagers, who were the sample group, most of them (75.00%), received the tip; subsequently commission from the bed owners (15.00%) and others (10.00%) respectively.

**Table 34 Number and Percent of the Beach Massagers Classified by Use Trained Knowledge in the Massager Career**

<b>Use Trained Knowledge in the Massager Career</b>	<b>Number (persons)</b>	<b>Percent</b>
Much	14	70.00
Moderate	3	15.00
Little	3	15.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 34, it showed that the beach massagers, who were the sample group, most of them (70.00%), used much trained knowledge in the massager career; subsequently moderate, and little trained knowledge in the massager career (15.00%) respectively.

**Table 35 Number and Percent of the Beach Massagers Classified by Service Improvement**

<b>Service Improvement</b>	<b>Number (persons)</b>	<b>Percent</b>
Have	12	60.00
Do not have	8	40.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 35, it showed that the beach massagers, who were the sample group, most of them (60.00%), had improved service, and had not improved (40.00%) respectively.

**Table 36 Number and Percent of the Beach Massagers Classified by Problem of Service**

<b>Problem of Service</b>	<b>Number (persons)</b>	<b>Percent</b>
Have	-	-
Do not have	20	100.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 36, it showed that the beach massagers, who were the sample group, most of them (100.00%), had no problem of service.

#### **Satisfaction, Expectation, and World View**

**Table 37 Number and Percent of the Beach Massagers Classified by Their Satisfactions of Work**

<b>Satisfactions of Work</b>	<b>Number (persons)</b>	<b>Percent</b>
Satisfy	20	100.00
Dissatisfy	-	-
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 37, it showed that the beach massagers, who were the sample group, most of them (100.00%), had no problem of service.

**Table 38 Number and Percent of the Beach Massagers Classified by Their Satisfactions of Beach Massager Career**

Satisfactions of Beach Massager Career	Number (persons)	Percent
Satisfy	20	100.00
Dissatisfy	-	-
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 38, it showed that the beach massagers, who were the sample group, most of them (1000.00%), satisfied with their beach massager career because of the adequate income for family earning.

**Table 39 Number and Percent of the Beach Massagers Classified by Thought to Finish their Careers**

Thought to Finish their Careers	Number (persons)	Percent
Ever	8	40.00
Never	12	60.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 39, it showed that the beach massagers, who were the sample group, most of them (60.00%), had never thought to finish their careers because of their responsibility of family earning, and had ever thought because of the old age, and want to be a merchant (40.00%).

**Table 40 Number and Percent of the Beach Massagers Classified by Appropriate Price of Service Charge**

Appropriate Price of Service Charge	Number (persons)	Percent
Appropriate price	18	90.00
Not appropriate price	2	10.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 40, it showed that the beach massagers, who were the sample group, most of them (90.00%), had appropriate price of service charge, and had not appropriate price of service charge (10.00%).

**Table 41 Number and Percent of the Beach Massagers Classified by Social View of Beach Massager Career**

Social View of Beach Massager Career	Number (persons)	Percent
Accepted	19	95.00
Not Accepted	1	5.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 41, it showed that the beach massagers, who were the sample group, most of them (95.00%), thought social view accepted for beach massager career, and thought social view did not accepted appropriate price (5.00%).

**Table 42 Number and Percent of the Beach Massagers Classified by Thought of Return to the Prior Domicile**

<b>Social View of Beach Massager Career</b>	<b>Number (persons)</b>	<b>Percent</b>
Return	13	65.00
Do not Return	7	35.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

From table 42, it showed that the beach massagers, who were the sample group, most of them (65.00%), thought to return their prior domicile, and thought that they did not return to their (35.00%).

#### **Equipment used for Beach Massagers**

The beach massagers, who were the sample group, most of them had the equipment for service such as counterpain, oil, towel, bedcover, and boxing oil.

#### **Expectation from the Beach Massager Careers**

Most of the beach massagers had the expectation from the beach massager career that had the foreign friend, gained more experiences, learnt culture and felt happy.

#### **Thought About the Extension of the Beach Massager Careers**

Most of the beach massagers had the expectation about the extension of the beach massager career because at present Thai traditional massage has been popular.

#### **Thought About How long that they would work for the Beach Massager**

Most of the beach massagers thought that they would work further to gather the money to be a merchant, and worked until they couldn't work any more.

### **Problems and Obstacles of Work and Service Provided of Beach Massager**

Most of the beach massagers problems and obstacles about work and service provided of beach massager that there is no one taking the responsibility directly and seriously so there is fight for customer..

**Section 2:** Analysis the data of Tourist (customer).

2.1) Analyze the questionnaire about the individual information of sample group, were sex, age, educational level, occupation, income, marital status, province/country by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

**Table 43 Number and Percent of the Tourists (Customers) Classified by Sex**

<b>Sex</b>	<b>Number (persons)</b>	<b>Percent</b>
Male	36	36.00
Female	64	64.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 43, it showed that 20 the tourists (customers) who were the sample group consisted of 64.00 percents of females and 36.00 percents of males.

**Table 44 Number and Percent of the Tourists (Customers) Classified by Age**

<b>Age</b>	<b>Number (persons)</b>	<b>Percent</b>
Younger than 30 Years	17	17.00
31-40 Years	16	16.00
41-50 Years	26	26.00
51-60 Years	41	41.00
<b>Total</b>	<b>100</b>	<b>100.00</b>



From table 44, it showed that the tourists (customers) who were the sample group, most of them (41.00%) had the age group between 51-60 years, subsequently, 41-50 years (26.00%), younger than 30 years (17.00%), and 31-40 years (16.00%), respectively.

**Table 45 Number and Percent of the Tourists (Customers) Classified by Educational Level**

<b>Educational Level</b>	<b>Number (persons)</b>	<b>Percent</b>
Primary Level 1 – 3	6	6.00
Primary Level 4-Secondary Level - 3	33	33.00
High School Level 4 - 6	15	15.00
Higher than High School Level 6	39	39.00
Others	7	7.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 45, it showed that the tourists (customers) who were the sample group, most of them (39.00%) had the educational level of higher than high school level 6, subsequently, primary level 4-secondary level - 3 (33.00%), and high school level 4 – 6 (15.00%).

**Table 46 Number and Percent of the Tourists (Customers) Classified by Marital Status**

<b>Marital Status</b>	<b>Number (persons)</b>	<b>Percent</b>
Single	37	37.00
Couples	54	54.00
Divorce	8	8.00
Others	1	1.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 46, it showed that the tourists (customers) who were the sample group, most of them (54.00%) were couples, subsequently, single (37.00%), and divorce (8.00%).

**Table 47 Number and Percent of the Tourists (Customers) Classified by Occupation**

Occupation	Number (persons)	Percent
Agriculturist	21	21.00
For hire	37	37.00
Private business	16	16.00
Government Officer /State Enterprise Officers	19	19.00
Company	7	7.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 47, it showed that the tourists (customers) who were the sample group, most of them (37.00%) were for hire couples, subsequently, agriculturist (21.00%), and government officer /state enterprise officers (19.00%).

**Table 48 Number and Percent of the Tourists (Customers) Classified by Monthly Income**

Income	Number (persons)	Percent
5,000-8,000 baht	17	17.00
8,001-11,000 baht	42	42.00
11,001-14,000 baht	20	20.00
More than 14,001 baht	21	21.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 48, it showed that the tourists (customers) who were the sample group, most of them (40.00%) had income between 8,001-11,000 baht, subsequently, more than 14,001 baht (21.00%), and 11,001-14,000 baht (20.00%), respectively.

**Table 49 Number and Percent of the Tourists (Customers) Classified by Province/Country**

Province	Number (persons)	Percent
Bangkok	11	11.00
Nonthaburi	3	3.00
Supanburi	1	1.00
Chonburi	6	6.00
Rayong	4	4.00
Trad	2	2.00
Prachuabkirikhun.	4	4.00
Nakhonsrithammarach	2	2.00
Srakaew	4	4.00
Khonkaen	2	2.00
Nakhonpanom	2	2.00
Ubolrachathani	2	2.00
Chaiyapum	2	2.00
Sakolnaskorn	2	2.00
Nakhonrachasima	3	3.00
Udonthani	2	2.00
Chaingmai	4	4.00
Nakhonsawan	4	4.00
Kampaengpeth	2	2.00
Pisanulok	1	1.00
Pae	1	1.00
Others (Foreigner)	36	36.00

<b>Total</b>	<b>100</b>	<b>100.00</b>
--------------	------------	---------------

From table 49, it showed that the tourists (customers) who were the sample group, most of them (11.00%) came from Bangkok , subsequently, came from Choburi Province (6.00%), and Rayong, Prachuabkirikhun., Srakaew, Chaingmai, and Nakhonsawan (4.00%) respectively, and other were foreigner from Malaysia, Singapore, China, Japan, United State of America, Canada, Switzerland, England, Denmark, France, Germany, and Holland (36.00%).

2.2) questionnaire about the attribute of service received, and service used by using frequencies, and percentages, and then it was presented in the tables and the descriptive contents.

### Attribute of Service Received

**Table 50 Number and Percent of the Tourists (Customers) Classified by Attribute of Service Received**

<b>Attribute of Service Received</b>	<b>Number (persons)</b>	<b>Percent</b>
Thai Traditional Massage	86	86.00
Oil Massage	14	14.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 50, it showed that the tourists (customers) who were the sample group, most of them (84.00%) received the service of Thai traditional massage came; subsequently, received the service of oil massage (14.00%).

**Table 51 Number and Percent of the Tourists (Customers) Classified by Thought that Massage Can Help**

Thought that Massage can Help	Number (persons)	Percent
Release Fatigue	34	34.00
Relaxation	65	65.00
Others	1	1.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 51, it showed that the tourists (customers) who were the sample group, most of them (65.00%), thought that massage can help for relaxation; subsequently, thought that massage can help for release (34.00%).

#### Service Used of Customer

**Table 52 Number and Percent of the Tourists (Customers) Classified by Information Sources**

Information Sources	Number (persons)	Percent
Friends	93	93.00
Others	7	7.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 52, it showed that the tourists (customers) who were the sample group, most of them (93.00%), received the information about beach massage from friends; subsequently, and received from other sources (7.00%).

**Table 53 Number and Percent of the Tourists (Customers) Classified by Frequency of Service Use**

Frequency of Service Use	Number (persons)	Percent
First time	32	32.00
2-5 times	46	46.00
6-10 times	12	12.00
More than 10 times	10	10.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 53, it showed that the tourists (customers) who were the sample group, most of them (46.00%), had the frequency of service use for 2-5 times; subsequently, and received for first time (32.00%), had the frequency of service use for 6-10 times (12.00%), and more than 10 times (10.00%) respectively.

**Table 54 Number and Percent of the Tourists (Customers) Classified by Service Charge**

Service Charge	Number (persons)	Percent
Less than 200 baht	39	39.00
201-300 baht	58	58.00
301-400 baht	3	3.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 54, it showed that the tourists (customers) who were the sample group, most of them (58.00%), paid for the service charge between 201-300 baht; subsequently, paid for the service charge less than 200 baht (39.00%), had the frequency of service use for 6-10 times (12.00%), and paid for the service charge between 301-400 baht (3.00%) respectively.

**Table 55 Number and Percent of the Tourists (Customers) Classified by Service Hour per Time**

Service Hour per Time	Number (persons)	Percent
Less than 30 minutes	23	23.00
31-45 minutes	26	26.00
46 minutes – 1 hour	40	40.00
More than 1 hour	11	11.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 55, it showed that the tourists (customers) who were the sample group, most of them (40.00%), used the service hour per time between 46 minutes -1 hour; subsequently, used 31-45 minutes (26.00%), used less than 30 minutes (23.00%), and used more than 1 hour (11.00%) respectively.

**Table 56 Number and Percent of the Tourists (Customers) Classified by Appropriateness of Service Charge**

Appropriateness of Service Charge	Number (persons)	Percent
Appropriate	88	88.00
Not Appropriate	12	12.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 56, it showed that the tourists (customers) who were the sample group, most of them (88.00%), thought that the service charge was appropriate, and not appropriate because the foreigner would be charge more than Thai people and it was expensive and injustice (12.00%).

**Table 57 Number and Percent of the Tourists (Customers) Classified by Rate of Return of Service Use**

Rate of Return of Service Use	Number (persons)	Percent
Return again	59	59.00
Uncertain	40	40.00
Not return	1	1.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 57, it showed that the tourists (customers) who were the sample group, most of them (59.00%), thought that they would return to use the service again; subsequently they were not sure (40%), and not return (1.00%).

**Table 58 Number and Percent of the Tourists (Customers) Classified by Problem of Service Use**

Problem of Service Use	Number (persons)	Percent
Ever	4	4.00
Never	96	96.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 58, it showed that the tourists (customers) who were the sample group, most of them (96.00%), had never had problem of service use, and some had ever had (4.00%).



**Table 59 Number and Percent of the Tourists (Customers) Classified by Satisfaction to Service**

Satisfaction to Service	Number (persons)	Percent
Satisfy	94	94.00
Dissatisfy	6	6.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

From table 59, it showed that the tourists (customers) who were the sample group, most of them (94.00%), satisfied to service because they met the good beach massagers, and did not satisfy (6.00%).

#### **Expectation from the Service of Beach Massager**

The tourists (customers) had expectation from the service of beach massage that the massager would give good service, massage at pain point, and help to release the fatigue, and help for body, muscle and mind relaxations, and the massager had good disposition, good relationship, and conversational manner.

#### **Suggestions and Improvement for Beach Massager Service**

The tourists (customers) gave suggestions about the service as follows:

- 1) The service charge should be the same price for both Thais and foreigner.
- 2) The price should not too expensive.
- 3) The massager should received training from the skillful person.
- 4) It should provide the place for massage.
- 5) The massagers should have uniforms.
- 6) The massagers should not annoy the customer too much if they do not want to massage so they should leave the customer to relax.

**Section 3:** Analysis the questionnaire used for stakeholder who involved to the beach massagers, were municipal officer, merchants and beach bed owners by using description statistics.

The beach massager career entered, has started since 1978 by the people who lived in Pattaya, Chonburi Province. Some of beach massager gave the service since they were young and they get older now. Most of them had registered to be a massager. The one who registered with Pattaya Town Municipality would received the number for ascertain to be a massager and they would wear white color uniform in order to know that they were beach massagers.

The Management of Service Regulations, Pattaya Town Municipality had the role and function to look after and regulated the service providing of every beach massager. Massager who wants to be a beach massager must to register at Pattaya Town Municipality, and he/she would receive the number in order to know the exact number of beach massagers, and they set the service price at the rate of 200 baht per hour.

***Measures to control beach massage service, Pattaya Town Municipality had authorized the municipal officer to look after. If any beach massager had broken the rules, they would hold the license of massager to charge.***

Punishment for disobey person in Pattaya Town Municipality area, such as the massager broke the rules, the municipal officer would hold the license and charge by beginning with 300 baht.

The beach massagers complained about the imitated beach massager, it was found that some massager did not have number, but wear the white uniform so he/she looked like beach massager and posted with the counterfeited number.

The entrepreneurs and tourists complained about the a woman monger, annoyed the tourists by sale the without good quality food so it caused the diarrhea to tourists.

Problems of the beach massager were the counterfeited number and imitated beach massagers. They cheated the tourist so it built the bad image for tourists.

Measures for problems solving, the beach massager posed with counterfeited number must be catch the imitated beach massagers. The meeting should be hold for massagers in order to meet the beach massagers to assist for catch the imitated beach massagers. The public relation should be making for the tourists to know how the license beach massager look like in order to prevent the imitated beach massagers.

The beach massager career is a career that can attract tourists to visit Pattaya Town Municipality and another importance that it can release the stress and fatigue of tourists.

**Section 4:** Analysis the in-depth interview was done by using description statistics. In this study, the researcher used the 6 issues for interviewing as follows:

Issue 1: Background of Beach Massagers

Issue2: Factors Influencing People to Be A Beach Massager

Issue 3: Causes That Beach Massager Quit the Old Career

Issue 4: Satisfaction toward Income from Massaging Service

Issue 5: Satisfaction toward Beach Massager Career

Issue 6: Social Acceptance of Beach Massager Career

### **Issue 1: Background of Beach Massagers**

Most of the sample group of beach massagers had the domiciles in the different province from Thailand such as Udonthani, Kalasin, Sukhothai, Pattalung, Chonburi, Rayong, Kanchanaburi, and Bangkok metropolis, with the age between

30-35 years old, and 50-55 years old, with couple marriage status and 1-2 children. The prior occupations of them were general hire, labor of construction, worker at beer bar, caddy at golf field, sale the fruit at the beach, and massager at house.

### **Issue2: Factors Influencing People to Be A Beach Massager**

The factors caused the sample group to be a beach massager because of family poverty, and need earning for family, inadequate income for family expenditure. Some of them had many children, including the hard work such as carrying the golf bag, earn little money for family expenditure, persuasion of friend. Some of them knew the beach massager and told them the beach massager had good income, and there are a lot of customers both Thai people, and foreigner.

### **Issue 3: Causes That Beach Massager Quit the Old Career**

It is because most of prior job of the sample groups were general hire, labor of construction, worker at beer bar, caddy at golf field, sale the fruit at the beach, and massager at house. Those jobs were rather hard and inadequate for family expenditure, including persuasion of friend, They knew the beach massager and told them the beach massager had good income, and there are a lot of customers both Thai people, and foreigner so they would receive tip from customers for instance.

### **Issue 4: Satisfaction toward Income from Massaging Service**

Income of beach massage is 200 baht per hour. Most of tourists got service about 1-2 hours. If the massagers' service was satisfied by the customers, they would receive tip. The income of beach massager is good enough to feed their family. Some of them can save some money. The service charge will be the same price of 200 baht for both Thai and foreigner. They must to pay 20 baht per time for bed. Some Tourist knew about their expenses so they felt sympathize, and then they would give some tip for extra from the service price. Therefore they earned much enough money for family earnings and they can support their children to go to school.

**Issue 5: Satisfaction toward Beach Massager Career**

Most of the beach massager satisfied with their income at the most level since it was independent career, and honest. It had no employer to compel and they received good income and made their livings better. Therefore their member in the family had a change to select better food for consumption since the prior career could not support to do so. They had a more change to select foods and dresses so it made the beach massager to satisfy with this career because they can earn more money and adequate to looked after their families, including their living are better as well. They can save money to use when they need.

**Issue 6: Social Acceptance of Beach Massager Career**

Most of the beach massager thought that at present the society more accepted for beach massagers since the beach massager Pattaya City have to register, get the license with attached photograph, and get training about massage, and regulations. The fee for registration is 1,000 baht, and then the Pattaya City will issue the number and license so the massager must wear white color uniform in order to make conformity, so tourists will know that they are the beach massagers. Pattaya City had the strict regulations to control, and the municipal officer would take care about the safety for tourists how received the service. If anyone broke the rules and practiced to tourists in bad manner or he/she did something wrong, they would be punished and charged, and the number would be held for instance. At present, Pattaya City had a large number of tourists come take a recreation so both Thai and foreign tourists used the beach massage service a lot since they were told from mouth to mouth. Therefore beach massage had been popular in term of relaxation by beach massage. The beach massager can service to release the body and mind stresses, moreover some massager can dress hair, nails, and feet skin scrap for instance.

## CHAPTER V

### DISCUSSIONS

The research on topic of “Beach Massagers and Tourism Industry of Pattaya City: A Case Study of Dong Tan Beach Area” had the objectives to study the process of entering to be beach massager career, the characteristics of service of beach massager provided to tourists, tourists’ satisfaction toward beach massagers service, the management of regulations and measures for the service of beach massagers. The research results were interesting, and it can be discussed as follows:

- 1) Research results of motivation and attraction factors to be beach massager, can discussed that the prior career of beach massager were merchant career, and for hire, which was hard work and tried, moreover, income was inadequate for demand and they received daily; therefore, if they did not work because of sick. The income was inadequate for family earning and for support their children to go school, and most of them were only one person who worked in the family so they must try to search another career to get more income than present. When they were persuaded to be a beach massagers by their friends, they knew that beach massager would get more income because a large number of tourists came to visit Pattaya City to use this service. They changed careers to be beach massagers. Moreover, form the research, it revealed that beach massagers had no problem about work because they realized that they must earn for their family so they would be careful to have problems with friends, municipal officer, and tourists. However, it might be that most of the beach massagers were gentle, kindness, appropriate contact, and regarding to the professional ethics of beach massager so they attempted to avoid the problems that might be happened among friends. There are different forms of beach massage service such as massage for muscle relaxation, massage for cure the pain, press at the pain part, feet massage, and Thai traditional massage, and oil massage. Beach massagers

should have knowledge to properly and correctly massage according to principle of massage as the statement of Institute of Thai Traditional Medicine, Department of Medicine (1999) said that massage was not only cure disease but is valuable for health but it is a process health maintenance and disease cure by using principle of gentle touching between the person who cured (massager) and person who received treatment (patient). Massage would directly affect to body and mind that started with help the blood circulation, muscle relaxation, release pain, fatigue, and sprain until it helped to make freshness and happiness of body and mind, and release mind stress. Every form of massage built the relationship between persons, The service charge of beach massager is 200 baht per hour with the service period of 46 minutes- 1 hour. It was obviously seen that the service price was set as the same price. Time used for massage, it was found that if the number of tourists was not much, massager would massage for 1 hour and if there was a lot of tourist, he/she would massage about 46 minutes. If massager made a good impression, tourist would pay extra in term of tip or commission. Findings also revealed that most of beach massagers satisfied to the attribute of work and good income because it was a honest, and independent career, and no employer to control. Moreover, there were a large number of tourists, they can earn much money enough to raise their families and it raised the living quality so they satisfied with beach massager careers.

2) Research results of attributes of service providing of beach massagers and tourists, can discussed that most of tourists (service receivers) used Thai traditional massage and oil massage because they believed that massage can help for muscle relaxation, and cure the fatigue (Institute of Thai Traditional Medicine, Department of Medicine, n.d.) stated that Thai massage was a valuable traditional wisdom of Thai people with long history and long way of transferring from generation to generation and it played an important role for disease treatment since the past to present, and it was culture and lifestyles of Thai people to look after and take care within their families such as husband massaged for wife, son/daughter or grandson/granddaughter massaged parents or grand parents. Thai massage was accepted by Thais and foreigner, particularly, at present the social current turned to pay attention to importance of health promotion and increasingly treatment the symptom with natural

mean. Thai massage is an alternative to release and lighten many groups of sickness. Thai massage is a Thai wisdom that it has to maintain the pattern and Thai massage career so the beach massager should be trained with correct Thai massage and should practice before become a beach massager in order to give proper massage and satisfy the tourists. From the study, the findings revealed that most of tourists (customers) who were the sample group satisfied to the service of beach massager because they met with good massagers, the price of service was reasonable, and they expected from the good service of beach massage, and can massage at pain point, and help to release the fatigue, and help for body, muscle and mind relaxation. This study was congruent to the study of Punjama Sorasomchart and Wanwimol Udomsilap, 1981 (cited in Suthisa Pluempitiviriyavej, 2001), the finding revealed that massage, pressing the point, and acupuncture are able to cure diseases and symptoms very well. In particular, disease about bone, muscle, and nerves, results showed that when treated with pressing at the pain point according Thai traditional massage, it can decrease the pain at the patients' neck. Moreover, it was also congruent to the study of Prayot Boonsinsook, Prapoj Petrakas, and Rungthiwa Chanpiththayanukulkit, 1987 (cited in Suthisa Pluempitiviriyavej, 2001), the finding revealed that massage can very well decrease pain of muscle due to the blood circulation, and the pain of joint due to inelasticity of connective tissue, and it was also congruent to the study of Anuwat Supachart, 1987 (cited in Suthisa Pluempitiviriyavej, 2001), results showed that massage was able to decrease their pain the headache group, and shoulder pain. Therefore, the service of beach massage was able to impress both Thais and foreign tourists and they thought they would come back to receive the service again.

3) Research results of situation of Pattaya City tourism, can discussed that Chonburi Province is an important tourism site of Thailand. It is a beautiful city and very well known for Thais and foreigners. It had a beautiful long beach to have a holiday for recreation. It is a center of economy, banks, service business, and regional level, and a center of service of tourism and transportation of the Eastern Sea Board Coast with convenient telecommunications, transportations, and perfect facilities to support for production, investment, and local tourism. The most importance is the government form that favor for people to participate so it affects to make Pattaya City

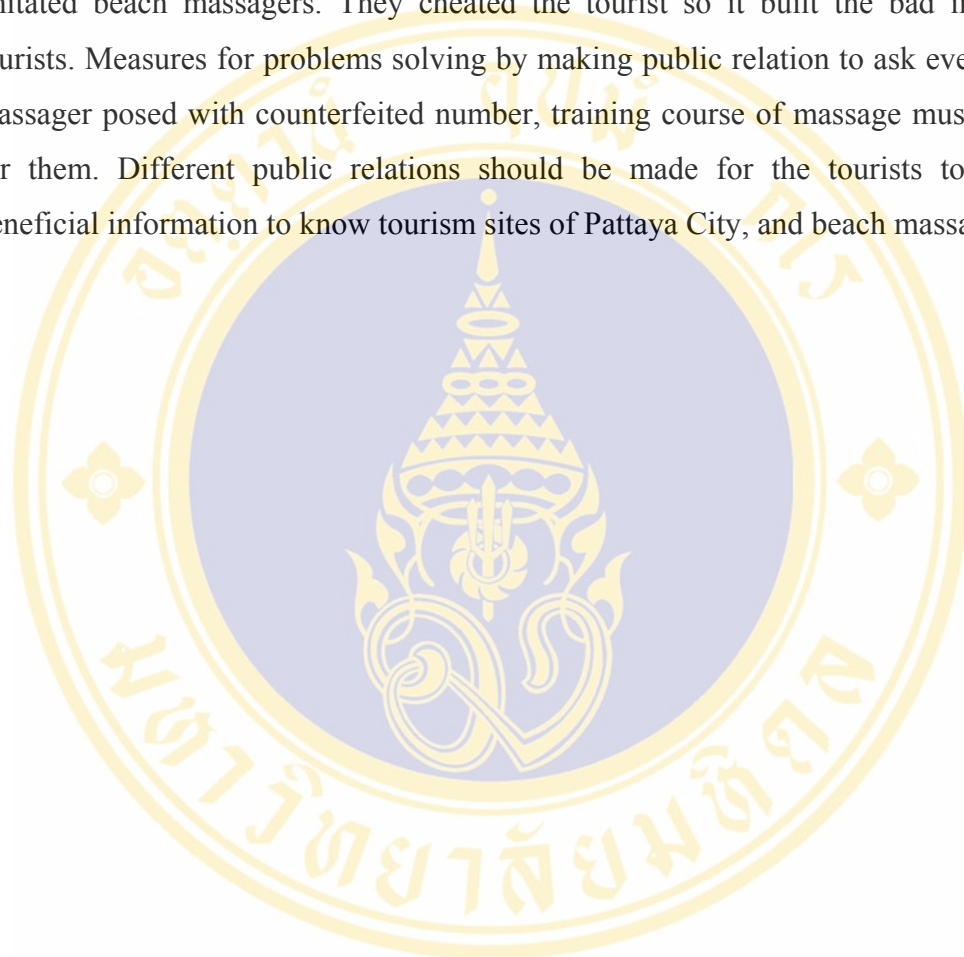


to be a tourism city. The living of people who lived in Pattaya City ultimately better because of the better income. From the study, Pattaya, Chonburi Province was an important city that made the income for country and was able to attract foreigners to visit and make people to have honest careers such as beach massager. Additionally, the development of city area with the convenient transportations, and order of society, it made tourists impressive and they told their friends to visit Pattaya for instance.

4) Research results of measures and regulations on massage service, can discussed that measures to control beach massage service, the municipal officer have to look after and regularly examine if the tourists complained about service of beach massagers who had broken the rules, they would hold the license of massager for charge. The municipal officer took them to investigate and if it was found that massager broke the regulations, they would be held the licenses and be charged 300 baht up. Pattaya Town Municipality set the inexpensive charge, therefore, beach massagers often broke the regulations. From the study of imitated beach massagers by wearing the white uniform and with the counterfeited number, they would be charged by giving the suggestion and pressed according laws enforcement. Pattaya Town Municipality regulated the service providing of every beach massager. Massager who wants to be a beach massager must to register at Pattaya Town Municipality, and he/she would receive the number. In case of problem between beach massager or tourist, it would be known which massager was and what number, so it would be correctly implemented according law. It can be accounted to a good regulation management and it should be used the socialization process for this group to follow the statement of Supatra Supap (1991) about the direct socialization was nurturing that require the person to correctly perform in accordance with the regulations and pattern set by the social group. It would tell that what should do or do not , and what is right or wrong. The socialization would tremendously affect to the personality development, and would point the way and intentionally suggest the practice guideline for person in order to let that person be able to correctly and appropriately pose himself for a certain situation. The place of massage service, was regulated to have good environment. Pattaya Town Municipality, set the service price at the rate of

200 baht per hour as standard price in order to prevent the over charge. If the price is unstable, tourists may not use the service again.

5) Research results of problems, obstacles, and suggestions, revealed that problems of a large number of beach massagers were the counterfeited number and imitated beach massagers. They cheated the tourist so it built the bad image for tourists. Measures for problems solving by making public relation to ask every beach massager posed with counterfeited number, training course of massage must be held for them. Different public relations should be made for the tourists to provide beneficial information to know tourism sites of Pattaya City, and beach massage.



## CHAPTER VI

### CONCLUSIONS AND RECOMMENDATIONS

The research on topic of “Beach Massagers and Tourism Industry of Pattaya City: A Case Study of Dong Tan Beach Area” was survey research and qualitative method with the objectives to study the process of entering to be beach massager career, the characteristics of service of beach massager provided to tourists, tourists’ satisfaction toward beach massagers service, the management of regulations and measures for the service of beach massagers.

The sample group was used in this study were beach massager, who did career as massagers and give their service at beaches of Dong Tan Beach, Jomthien, Pattaya City, Chonburi Province. . The sample group is 10 people with 5 males and 5 females who have the age younger than 30 years, and 10 people with 5 males and 5 females who have the age older than 30 years. For the customers both Thais, and foreigner, there are 100 people who received the service of beach massage. The other are 20 people of municipal officer, merchants and beach bed owners. In-dept interview was done with 8 beach massagers.

Data collection was done by using questionnaires, and in-dept interview as tools. Data were collected from beach massagers, tourists (service receiver), municipal officer, and merchant both male and female, and beach bed owners. In-dept interview was done with 8 beach massagers. Then data was analyzed by using frequencies, and percentages with SPSS program, and descriptive statistics also included. The conclusion of research results and presentation details were as follows:

## **Conclusions**

### **1) Demographic Characteristics and General Information of Beach Massagers**

The sample group of 20 beach massagers was equivalence of males and females with age between 25-30 years old and 31-50 years old. Most of them had education level at primary school 1-3 level, lived in Chonburi Province, had marriage status, had 2 children, lived with family, and feature of residence as owner.

### **2) Motivation and Attraction Factors**

#### **Prior Background before Entering to Beach Massager Career**

Most of beach massagers had merchant career, income between 3,001-5,000 baht, and finished the prior career more than 4 years. The causes of career finished was inadequate income. the sample group to be a beach massager because of friends' persuasion. Most of them had income between 5,001-8,000 baht, was a beach massager longer than 4 years, and satisfied the income so they had opinions that this career made the better living.

#### **Process of Entering to be a Beach Massagers**

Most of beach massagers had needs to train beach massage by learning with teacher with the period of 2-3 months, and contracted to be beach massagers by themselves, paid for the place for working less than 1,000 baht per month and work time was uncertain up to the customers.

#### **Lifestyles of Beach Massagers**

Most of beach massagers paid for the police or municipal officer because the beach bed owner charge for the place had no problem because they had no enemy, but some had problems that were customer did pay all, and fight for customer. Their problems were family, money, work, police/municipal officer, customers, merchants, and friends at work. The pattern of service such as massage for muscle relaxation,

massage for cure the pain by pressing the painful part, feet massage, and Thai traditional massage. Most of them had never received the massage at other place. The service charge for Thai and foreign tourist was 201-300 baht with service time 46 minute to 1 hours, and special income were tip. Most of them used knowledge from training of beach massage, and improved the service, and had no problems of massage service providing for tourist.

### **Satisfaction, Expectation, and World View**

Most of beach massagers satisfied with the feature job of beach massages because they were independent, comfortable, and not be an employee under any control. Additionally, They also satisfied with their income because of adequate to support their family and good income. They have never thought to finish this career since they worked only one person in the family and they must work for earning their family. Majority of them thought that the service charge for beach massage was proper prize but they would like to go back their prior domicile.

### **3) Demographic Characteristics and General Information of Beach Massagers**

The sample group of 100 tourists (service receivers), were females with age between 51-60 years with education level at higher than high school. Most of them had marriage status with career of for hire, and had income between 8,001-11,000 baht 2 children, lived with family, and feature of residence as owner. They came from Bangkok, Choburi Province, Rayong, Prachuabkikhun., Srakaew, Chaingmai, and Nakhonsawan, and other were foreigner from Malaysia, Singapore, China, Japan, United State of America, Canada, Switzerland, England, Denmark, France, Germany, and Holland.

### **4) Attribute of Service Given of Beach Massagers and Tourists who Received Service**

Most of the sample who were tourists (customer), received Thai massage and oil massage because the massage can help to relax and eliminate fatigue, and they received the information from friends, drive passing, walking along the beach and

accidental meet. Majority of them used service 2-5 times, paid for the service 201-300 baht, used 46 minutes-1 hour, satisfied to service charge, and would come back to use the service again. Moreover, they have never had problem with beach massagers.

### **5) Satisfaction and Expectation of Tourists**

Most of tourists (customers) who were the sample group satisfied to the service of beach massager because they met with good massagers, the price of service was reasonable, and they expected from the good service of beach massage, and can massage at pain point, and help to release the fatigue, and help for body, muscle and mind relaxations, and the massager had good disposition, good relationship, and conversational manner.

### **6) Tourism Situation of Pattaya City**

Chonburi Province at present, is an important tourism site of Thailand and it is a beautiful city and a very well known for Thais and foreigners. It had a beautiful long beach to have a holiday for recreation. It is a center of economy, banks, service business, and regional level, and a center of service, tourism, and transportation of the Eastern Sea Board Coast with convenient telecommunications, transportations, and perfect facilities to support for production, investment, and local tourism. The most importance is the government form that favor for people to participate so it affects to make Pattaya City to be a tourism city, therefore, it caused a lot of tourists both Thai people and foreigner had visited so Pattaya, Chonburi Province has gained a lot of income for country. Resulting, the hotels, shops, restaurants, and entertainments had a large of income from tourism industry. The living of people lived in Pattaya City ultimately better because of the better income. Particularly, beach massagers that started in 1978, began by the people who lived in Pattaya, Chonburi Province. Some of them started their careers since they were young, and they now got older. Most of them now registered as beach massagers so they would receive the number as licenses to ascertain the career of beach massagers so they wore in white uniforms in order to make people to know that they were beach massagers.

### **7) Measures and Regulations of Beach Massage Service**

Measures to control beach massage service, Pattaya Town Municipality had authorized the municipal officer to look after. If any beach massager had broken the rules, they would hold the license of massager to charge. Punishment for disobey person in Pattaya Town Municipality area, such as the massager broke the rules, the municipal officer would hold the license and charge by beginning with 300 baht. There are imitated beach massagers, it was found that some massager did not have number, but wear the white uniform so he/she looked like beach massager and posted with the counterfeited number. They would be charged by giving the suggestion and pressed according laws enforcement. The Management of Service Regulations, Pattaya Town Municipality had the role and function to look after and regulated the service providing of every beach massager. Massager who wants to be a beach massager must registered at Pattaya Town Municipality, and he/she would receive the number in order to know the exact number of beach massagers, and they set the service price at the rate of 200 baht per hour.

### **8) Problems, Obstacles and Suggestions**

Problems of the beach massager were the counterfeited number and imitated beach massagers. They cheated the tourist so it built the bad image for tourists.

Measures for problems solving, every beach massager posed with counterfeited number. The meeting should be hold for massagers for every three months. The public relation was made for the tourists to know how the license beach massagers look like in order to prevent the imitation of beach massagers.

### **Suggestions and Improvement for Beach Massager Service**

The tourists (customers) gave suggestions about the service as follows:

- 1) The service charge should be the same price for both Thai and foreigner.
- 2) The price should not too expensive.
- 3) The massager should received training from the skillful person.
- 4) It should provide the place for massage.
- 5) The massagers should have uniforms.

- 6) The beach massagers should not annoy tourists by repeated asking to use their service, and too much conversation because tourists wanted to take a rest.

### **Recommendation from the Research**

From the research results, the researcher had the recommendation from the research as follows:

- 1) From this research results, it revealed that most of the beach massagers did not directly received training but they were trained how to massage but they did not know the right way of massagers. Therefore, work unit that involved and took responsibility for people health, particularly, the Minister of Public Health needs to look after to hold training for beach massagers who are interested to have beach massage career in order to have correct and proper knowledge, and understanding to give services for tourists both Thai, and foreigner. If they massage with the wrong pattern, it may cause tourists to have health problem. It can cause the bad impression for tourists.

- 2) In case of price of service, the responsible sector must take responsibility to check because some foreign tourist thought he/she was charged more expensive than Thai people. Therefore, it should be checked and meeting must hold for beach massagers to explain that they should charge all tourists at the same prize whether they are Thai or foreigner.

- 3) It should have strong measures to examine the imitated massagers to earn at beach of Pattaya City in order to protect beach massagers' name.

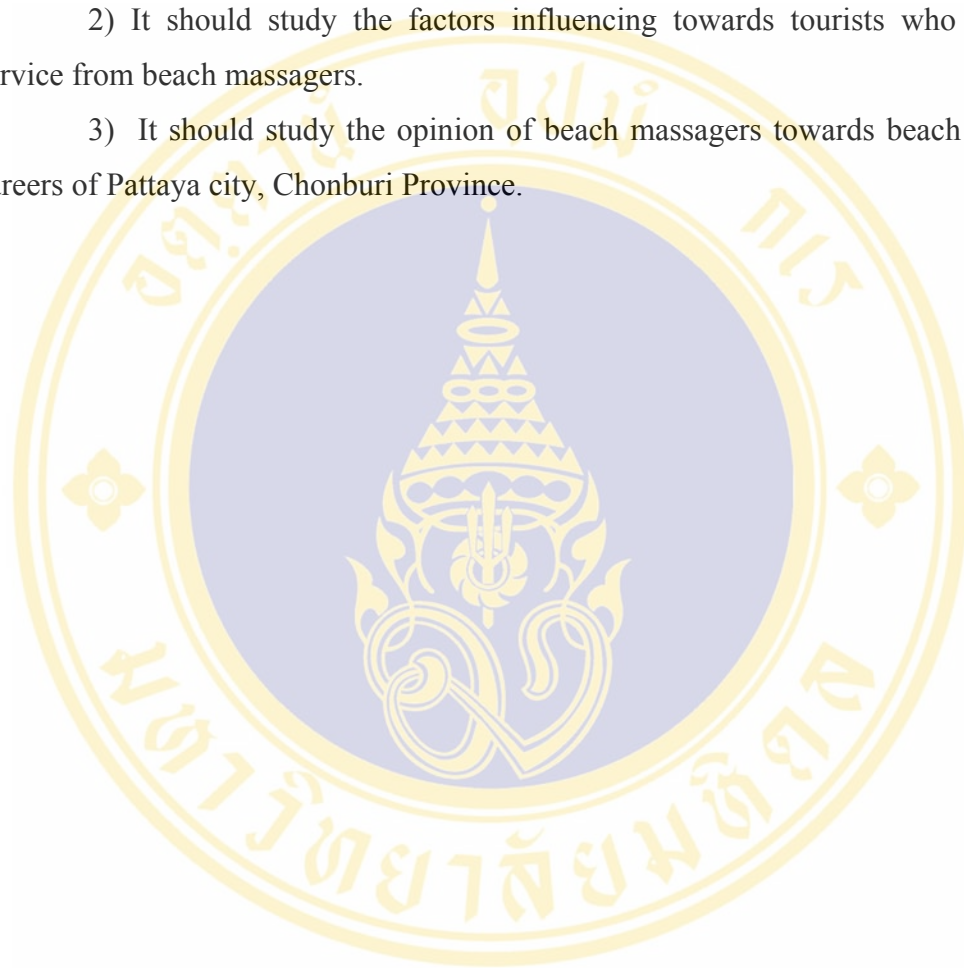
- 4) It should stimulate the beach massagers to have ethics, morality, and curtsey to be a massager, including providing good service for tourists or customers.

- 5) It should have public relation to disseminate the information about tourism of Pattaya City, and service provided by beach massagers.



## **Recommendation for Further Research**

- 1) It should study on the situations, problems, and demand of beach massagers of Pattaya city, Chonburi Province.
- 2) It should study the factors influencing towards tourists who received service from beach massagers.
- 3) It should study the opinion of beach massagers towards beach massage careers of Pattaya city, Chonburi Province.



## BIBLIOGRAPHY

- การท่องเที่ยวแห่งประเทศไทย, วิธีการจัดทำสถิติการท่องเที่ยว, กรุงเทพมหานคร : การท่องเที่ยวแห่งประเทศไทย, 2535.
- , สรุปการท่องเที่ยวเชิงนิเวศ, 2540.
- โกศล ชัยประสิทธิ์กุล, คู่มือการอบรมการแพทย์แผนไทย, กรุงเทพมหานคร : โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2538.
- คณะกรรมการท่องเที่ยวและกีฬาอุตสาหกรรม, รายงานการพิจารณาศึกษาเรื่อง : การพัฒนาการท่องเที่ยวแบบยั่งยืนและให้เกิดศักยภาพในการแข่งขันในยุคของการค้าเสรี, 2542.
- ชุมพล พูนยิ่ง, แนวคิดจุดฝ่าเท้า, พิมพ์ครั้งที่ 4, กรุงเทพมหานคร : บริษัท นานมีบุ๊คส์ จำกัด, 2542.
- ซอร์มิน แอล ผู้เขียน, นรมิตร ถิ่นนวมงคล ผู้แปลและเรียบเรียง, การกวดจุด, กรุงเทพมหานคร : สำนักพิมพ์กราฟิเคอาร์ท, 2526.
- ธีรวุฒิ เอกะกุล, ระเบียบวิธีวิจัยทางพฤติกรรมศาสตร์และสังคมศาสตร์, ม.ป.ป., 2543.
- เนาวรัตน์ พลายน้อยและคณะ, การประเมินผลโครงการพัฒนาและอนุรักษ์แหล่งท่องเที่ยวแห่งประเทศไทย พ.ศ.2530-2536, คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล, 2537.
- ประโชชน์ บุญสินสุข, คู่มือการนวด, กรุงเทพมหานคร : สำนักพิมพ์เมดิคัล มีเดีย, 2526.
- ประภาวดี เผ่าทองจีน, ผลกระทบจากการท่องเที่ยวที่มีต่อการใช้ที่ดินจังหวัดเพชรบุรี, ปรินญาณิพนธ์การวางแผนภาคและเมืองมหาบัณฑิต, บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย, 2538.
- ประเวศ วะสีและคณะ, คู่มือการนวดไทย, กรุงเทพมหานคร : สำนักพิมพ์หมอชาวบ้าน, 2528.
- เปโตร ซาน ผู้แต่ง ต้าวสือ ผู้แปลและเรียบเรียง, กวดจุด : ศิลปะแห่งการบำบัดรักษาโรคด้วยนิ้วมือ, กรุงเทพมหานคร : สำนักพิมพ์ข้าวฟ่าง, 2535.
- พจนานุกรมศัพท์สังคมวิทยา อังกฤษ – ไทย ฉบับราชบัณฑิตยสถาน, พิมพ์ครั้งที่ 2, กรุงเทพมหานคร : อัมรินทร์พริ้นติ้ง กรุ๊ป, 2532.
- พิทยา สายหู, การขัดเกลาทางสังคม, กรุงเทพมหานคร : คณะรัฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย, 2529.

เพ็ญภา ทรัพย์เจริญ, เส้น จุดและโรคนาทฤษฎีการนวดไทย, พิมพ์ครั้งที่ 2, กรุงเทพมหานคร :

โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2540.

-----, การแพทย์แผนไทยกับปัญหาสมรรถภาพทางเพศ, กรุงเทพมหานคร :

โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2542.

-----, สรุปรายงานการฝึกอบรมเรื่องการฟื้นฟูความรู้ด้านการแพทย์แผนไทยและสมุนไพร  
สาขาเวชกรรมแผนโบราณ, กรุงเทพมหานคร : โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก,  
2537.

-----, สรุปรายงานการประชุมเชิงปฏิบัติการ การนวดไทยสำหรับเจ้าหน้าที่สาธารณสุข,  
กรุงเทพมหานคร : โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2537.

-----, อุปกรณ์ช่วยนวดตนเองแบบพื้นบ้านไทย, กรุงเทพมหานคร : โรงพิมพ์องค์การ  
สงเคราะห์ทหารผ่านศึก, มปห.

พ.อ. (พ) สุรเทพ อภัยจิตร, ศิลปการนวด แก้ปวดเมื่อย แก้เคล็ดขัดยอก สำหรับผู้ปวดและ  
ผู้รับการนวด, กรุงเทพมหานคร : บริษัทพิมพ์ดีจำกัด 2542.

มีงมิตร นวรัตน์, นวดกดจุดบำบัดโรค, พิมพ์ครั้งที่ 1, กรุงเทพมหานคร : บริษัทนานมีบุ๊คส์ จำกัด,  
2542.

วรรณางษ์วานิช, ภูมิศาสตร์การท่องเที่ยว, พิมพ์ครั้งที่ 1, กรุงเทพมหานคร : โรงพิมพ์ธรรมศาสตร์,  
2539.

วาย มานากะ ผู้แต่ง, ทีมงาน “แบตเตอรี่ฟลาย” แปลและเรียบเรียง, คู่มือนวดแบบจีน ฉบับฉุกเฉิน,  
กรุงเทพมหานคร : สำนักพิมพ์ ไบไม้, 2534.

วาไรตี้, เดลินิวส์, (12 มิถุนายน 2544) น.5.

วนิจ วีรยางกูล, การจัดการอุตสาหกรรมการท่องเที่ยว, กรุงเทพมหานคร : มหาวิทยาลัยเกษตรศาสตร์,  
2532.

วิจิตรา กุสมภ์, ผลของการกดจุดและนวดต่อระดับความเจ็บปวดในผู้ป่วยปวดหลังส่วนล่าง,  
วิทยานิพนธ์วิทยาศาสตร์มหาบัณฑิต, สาขาพยาบาลศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล,  
2532.

วีรุตม์, ตำราอายุรศาสตร์, กรุงเทพมหานคร : ศูนย์การพิมพ์, มปป.

ศิริรัตน์ อังสุวัฒนา และคณะ, การนวดไทยสำหรับชาวบ้าน : ศาสตร์และศิลป์แห่งการพึ่งตนเอง,  
พิมพ์ครั้งที่ 1, กรุงเทพมหานคร : โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2538.

สถาบันการแพทย์แพทยไทย, กรมการแพทย์, คู่มือการอบรมการแพทย์แผนไทย, กรุงเทพมหานคร:

โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2538.

สถาบันการแพทย์แพทยไทย, กรมการแพทย์, การนวดเท้าเพื่อรักษาโรค, กรุงเทพมหานคร :

โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, 2542.

สถาบันการแพทย์แพทยไทย, กรมการแพทย์, นวดไทย ต่อมอนวดไทย, กรุงเทพมหานคร :

โรงพิมพ์องค์การสงเคราะห์ทหารผ่านศึก, ม.ป.พ..

สมพงษ์ เกษมสิน, สารานุกรมการบริหาร, กรุงเทพมหานคร : ไทยวัฒนาพานิช, 2517.

สธระ ฉายประเสริฐ, ความคิดเห็นเกี่ยวกับการท่องเที่ยวเพื่อการศึกษาของบุคลากรในอุตสาหกรรม

ท่องเที่ยวทั้งภาครัฐและภาคเอกชน, วิทยานิพนธ์, ปริญญา, ภาควิชาโสตทัศนศึกษา

บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย, 2529.

สุทิส ปลิ้มปิติวิริยะเวช, การนวดพื้นบ้านอีสาน : กรณีศึกษาอำเภอสุวรรณคูหา จังหวัดหนองบัวลำภู,

วิทยานิพนธ์ศิลปศาสตรมหาบัณฑิต สาขาวิชาวัฒนธรรมศึกษา, บัณฑิตวิทยาลัย

มหาวิทยาลัยมหิดล. ถ่ายเอกสาร, 2544.

สุพร อิศระไพบูลย์, นวดเพื่อสุขภาพ, กรุงเทพมหานคร : สำนักพิมพ์ยูไนเต็ดบุ๊กส์, 2534.

สุพัตรา สุภาพ, สังคมวิทยา, พิมพ์ครั้งที่ 12. กรุงเทพมหานคร : โรงพิมพ์ไทยวัฒนาพานิช,

2534.

-----, ปัญหาสังคม, พิมพ์ครั้งที่ 14. กรุงเทพมหานคร : โรงพิมพ์ไทยวัฒนาพานิช,

2540.

สุภางศ์ จันทวานิช, วิธีการวิจัยเชิงคุณภาพ, กรุงเทพมหานคร : โรงพิมพ์จุฬาลงกรณ์

มหาวิทยาลัย, 2542.

สุรีย์ จันทรโมลี, กลวิธีทางสุขภาพ, ม.ป.พ. 2543.

สุวิมล ติรกันันท์, ระเบียบวิธีการวิจัยทางสังคมศาสตร์ : แนวทางสู่การปฏิบัติ, กรุงเทพมหานคร :

โรงพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย, 2546.

หลิวชื่อเชิน ผู้เขียน วีระชัย มาศจมาดล ผู้แปลและเรียบเรียง, ศิลปะการนวดแบบพิศดาร,

กรุงเทพมหานคร : สำนักพิมพ์อินหยาง, 2531.

ฮาวาร์ด ดี เคอร์แลนด์ ผู้แต่ง, ปริญญา พรานญาอนุพร ผู้แปลและเรียบเรียง, กดจุดหยุดปวดหัว,

กรุงเทพมหานคร : สำนักพิมพ์สุขภาพใจ, 2531.

- Adam, Lopatka. (1992). "Importance of the convention on the Rights of the Child" In Bulletin of Human Rights 91/2 the Right of the Child. New York : United Nations.
- Becker, H. S. (1963). *Outsiders : Studies in the Sociology of Deviance*, New York : The free press,
- Bingham, W.V.D. (1959). *How to Interview*. New York : Harper and Row, Publishers.
- Broom, Leonard and Selznick, Phillip. (1973). *Sociology*. New York : Harper & Row,
- Edwin Lemert. (1951). *Social Pathology*, New York : McGraw – Hill.
- H.Robinson. (1976). *A Geography of Tourism*. London : The Chaucer Press.
- Mc. Intoch, R.W. (1972). *Tourism : Principles, Practices, Philosophies*. Ohio: Gride, Inc.
- Orcutt. James D. (1983) *Analyzing Deviance*, Homewood, The Dorsey Pr. 1983.
- Rubington, Earl and Weinberg, Martin S. (1987). *Deviance: The Interactionist Perspective*, 5th ed America : Mcmilland Publishing Company.
- Robert. M. Goldnson. (1984). *Longman Dictionary of Psychology and Psychiatry*, N.Y.: Longman, Inc,
- Suchar, Charles S.(1978). *Social Deviance : Perspective and Prospects*, N.Y. : Holt Rinehart & Winton.



แบบสอบถามหมอนวดชายหาด

ส่วนที่ 1 ข้อมูลทั่วไป

คำชี้แจง โปรดเขียนเครื่องหมาย ✓ ลงในช่องว่าง  ที่ตรงกับความเป็นจริงของท่าน

1. เพศ

ชาย

หญิง

2. อายุ .....ปี

3. ระดับการศึกษา

ป. 1 – ป. 3

ป.4 – ม.3

ม.4 – ม.6

สูงกว่า ม.6

อื่น ๆ

4. ภูมิลำเนาเดิม (จังหวัด) ระบุนุ .....

5. สถานภาพสมรส

โสด

คู่

หย่าร้าง

อื่น ๆ

6. มีบุตร หรือไม่

ไม่มี

มี จำนวนบุตร.....คน

7. ปัจจุบันท่านอาศัยอยู่กับ

คนเดียว

ครอบครัว

ญาติ

อื่น ๆ

8. ลักษณะที่อยู่อาศัย

บ้านตัวเอง

บ้านเช่า/ห้องเช่า

แฟลต/คอนโด

อื่น ๆ ระบุนุ.....

ส่วนที่ 2 ปัจจัยผลักดันและปัจจัยดึงดูดให้มาประกอบอาชีพ

คำชี้แจง โปรดเขียนเครื่องหมาย ✓ ลงในช่องว่าง  ที่ตรงกับความเป็นจริงของท่าน

. ภูมิหลังก่อนจะเข้ามาสู่อชีพ

1. อาชีพที่ผ่านมาท่านเคยประกอบอาชีพอะไรบ้าง

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> ค้าขาย/ส่วนตัว    | <input type="checkbox"/> รับจ้าง     |
| <input type="checkbox"/> รับราชการ         | <input type="checkbox"/> รัฐวิสาหกิจ |
| <input type="checkbox"/> อื่น ๆ ระบุ ..... |                                      |

2. รายได้ที่ท่านได้รับจากการประกอบอาชีพเดิม (ประมาณกี่บาท/เดือน)

- |  |   |
|--|---|
| <input type="checkbox"/> ต่ำกว่า 3,000 บาท | <input type="checkbox"/> 3,001-5,000 บาท    |
| <input type="checkbox"/> 5,001 – 8,000 บาท | <input type="checkbox"/> 8,001 – 11,000 บาท |
| <input type="checkbox"/> 11,001-14,000 บาท | <input type="checkbox"/> สูงกว่า 14,001 บาท |

3. สาเหตุที่ท่านตัดสินใจเลิกประกอบอาชีพนั้น

- |   |   |
|---|---|
| <input type="checkbox"/> เบื่องาน         | <input type="checkbox"/> ถูกเลิกจ้าง      |
| <input type="checkbox"/> รายได้ไม่เพียงพอ | <input type="checkbox"/> อื่น ๆ ระบุ..... |

4. ท่านได้ประกอบอาชีพเดิมดังกล่าวเป็นระยะเวลา

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> ต่ำกว่า 1 ปี | <input type="checkbox"/> 1 ปี – 2 ปี  |
| <input type="checkbox"/> 3 ปี – 4 ปี  | <input type="checkbox"/> มากกว่า 4 ปี |

5. สาเหตุที่ท่านตัดสินใจเข้ามาประกอบอาชีพหมอนวดชายหาด

- |  |  |
|--|--|
| <input type="checkbox"/> รายได้ดี      | <input type="checkbox"/> เพื่อนชักชวน      |
| <input type="checkbox"/> หางานทำไม่ได้ | <input type="checkbox"/> อื่น ๆ ระบุ ..... |

6. ท่านได้รับรายได้จากการประกอบอาชีพหมอนวดชายหาด (ประมาณกี่บาท/เดือน)

- |  |   |
|--|---|
| <input type="checkbox"/> ต่ำกว่า 3,000 บาท | <input type="checkbox"/> 3,001-5,000 บาท    |
| <input type="checkbox"/> 5,001 – 8,000 บาท | <input type="checkbox"/> 8,001-11,000 บาท   |
| <input type="checkbox"/> 11,001-14,000 บาท | <input type="checkbox"/> สูงกว่า 14,001 บาท |

7. ท่านได้ประกอบอาชีพเป็นหมอนวดชายหาดเป็นระยะเวลา

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> ต่ำกว่า 1 ปี | <input type="checkbox"/> 1 – 2 ปี           |
| <input type="checkbox"/> 3 – 4 ปี     | <input type="checkbox"/> มากกว่า 4 ปีขึ้นไป |

8. ท่านคิดว่าพอใจกับรายได้ที่ท่านได้รับจากอาชีพหมอนวดชายหาด

- |                               |                                  |
|-------------------------------|----------------------------------|
| <input type="checkbox"/> พอใจ | <input type="checkbox"/> ไม่พอใจ |
|-------------------------------|----------------------------------|



9. ท่านคิดว่าอาชีพหมอนวดชายหาดทำให้ความเป็นอยู่ของท่านดีขึ้นกว่าเดิม

- ใช่  ไม่ใช่

. กระบวนการเข้าสู่อาชีพหมอนวดชายหาด

10. เมื่อท่านตัดสินใจเข้าสู่อาชีพหมอนวดชายหาด ท่านต้องมีการฝึกกับใคร

- หมอนวดชายหาด  เรียนกับครู  
 เรียนรู้ด้วยตนเอง  อื่น ๆ ระบุ.....

11. ท่านต้องเรียนรู้นานแค่ไหน

- ต่ำกว่า 1 เดือน  2-3 เดือน  
 4-5 เดือน  มากกว่า 5 เดือน

12. เมื่อท่านเข้าสู่อาชีพนี้แล้วจะต้องมีการติดสถานที่อย่างไร

- ติดต่อเอง  เพื่อติดต่อให้  
 ครอบครัว  อื่น ๆ ระบุ.....

13. ท่านต้องเสียค่าสถานที่เท่าไร (บาทต่อเดือน)

- ต่ำกว่า 1,000 บาท  1,001-2,000 บาท  
 2,001-3,000 บาท  สูงกว่า 3,001 บาทขึ้นไป

14. ท่านจะต้องเข้าเวลาทำงานเวลาใด

- 08.00 น.  08.30 น.  
 09.00 น.  09.30 น.  
 10.00 น.  อื่น ๆ ระบุ .....

15. ท่านจะเลิกทำงานเวลาใด

- 16.00 น.  16.30 น.  
 17.00 น.  อื่น ๆ ระบุ .....

. วิถีชีวิตของหมอนวดชายหาด

16. ท่านจะต้องเสียค่าหัวคิวให้แก่ตำรวจ หรือเทศกิจหรือไม่

- ให้ จำนวน.....บาท  
 ไม่ให้ เพราะ .....

17. ท่านมีปัญหาเกี่ยวกับงานที่ท่านทำหรือไม่

มี เพราะ.....

ไม่มี เพราะ .....

18. ปัญหาที่เกิดขึ้นเกี่ยวกับอะไร

งาน

ตำรวจ/เทศกิจ

ลูกค้า

พ่อค้าแม่ค้า

เพื่อนร่วมงาน

อื่น ๆ ระบุ .....

19. ปัญหาและอุปสรรคในการทำงานและการให้บริการของหมอนวดชายหาด ท่านคิดว่าได้แก่

.....  
 .....  
 .....  
 .....

20. การให้บริการของท่านอยู่ในรูปแบบไหน

นวดแผนไทย

นวดน้ำมัน

อื่น ๆ ระบุ .....

21. ท่านเคยบริการนวดแผนโบราณตามสถานที่ต่าง ๆ ที่ไม่ใช่บริเวณชายหาดหรือไม่

เคย ได้แก่ .....

ไม่เคย

22. ท่านคิดค่าบริการแต่ละครั้งเท่าไร (คนไทย)

ต่ำกว่า 200 บาท

201-300 บาท

301-400 บาท

มากกว่า 401 บาท

23. ท่านคิดค่าบริการแต่ละครั้งเท่าไร (คนต่างชาติ)

ต่ำกว่า 200 บาท

201-300 บาท

301-400 บาท

มากกว่า 401 บาท

24. ท่านให้บริการนวดแต่ละครั้งประมาณกี่นาที

ต่ำกว่า 30 นาที

31 – 45 นาที

46 นาที – 1 ชั่วโมง

มากกว่า 1 ชั่วโมง

25. ท่านมีรายได้พิเศษนอกเหนือจากการนวด

- ค่าทิป  ค่าน้ำ (คอมมิชชั่นจากเจ้าของเตียง)  
 อื่น ๆ ระบุ .....

26. ท่านได้นำความรู้ในช่วงอบรมการเรียนรู้ในอาชีพดังกล่าวมาใช้มากน้อยแค่ไหน

- มาก  ปานกลาง  
 น้อย

27. ท่านได้มีการปรับปรุงการให้บริการของท่านหรือไม่

- มี เช่น .....  
 ไม่มี เพราะ.....

28. อุปกรณ์ที่ท่านใช้ประกอบอาชีพนวดชายหาค่าได้แก่ .....

29. ท่านมีปัญหาเกี่ยวกับการให้บริการนวดแก่นักท่องเที่ยวหรือไม่อย่างไร

- ไม่มี  
 มี เพราะ.....

**ง. ความพึงพอใจ ความคาดหวัง โลกทัศน์**

31. ท่านคิดว่าพึงพอใจกับลักษณะงานดังกล่าวหรือไม่

- พอใจ เพราะ .....  
 ไม่พอใจ เพราะ.....

32. ท่านคิดว่าพึงพอใจกับรายได้ที่มาจากอาชีพนั้นหรือไม่

- พอใจ เพราะ .....  
 ไม่พอใจ เพราะ.....

33. ท่านเคยคิดที่จะเลิกประกอบอาชีพการนวดชายหาค่าหรือไม่

- เคย เพราะ .....  
 ไม่เคย เพราะ.....

34. ท่านคิดว่าบริการของท่านเหมาะสมกับราคาหรือไม่

- เหมาะสม เพราะ .....  
 ไม่เหมาะสม เพราะ.....

35. ท่านคิดว่าสังคมมองการประกอบอาชีพของท่านเป็นอย่างไร

- ให้การยอมรับ เพราะ .....  
 ไม่ให้การยอมรับ เพราะ.....

ถ้าสังคมไม่ให้การยอมรับ ท่านจะแก้ไขปัญหาได้อย่างไร

.....  
.....  
.....  
.....

36. ท่านคาดหวังว่าจะได้รับอะไรบ้างจากการประกอบอาชีพนี้ (ที่ไม่ใช่เงิน)

.....  
.....  
.....  
.....

37. ท่านคิดว่าอาชีพนี้จะมีโอกาสขยายตัวอีกหรือไม่ เพราะอะไร

.....  
.....  
.....  
.....

38. ท่านคิดว่าจะประกอบอาชีพนี้นานอีกเท่าไร เพราะอะไร

.....  
.....  
.....  
.....

39. ท่านคิดจะกลับไปอาศัยอยู่ยังภูมิลำเนาเดิมหรือไม่

- กลับ เพราะ .....
- ไม่กลับ เพราะ.....

แบบสอบถามนักท่องเที่ยว (ผู้บริการ)

ส่วนที่ 1 ข้อมูลทั่วไป

คำชี้แจง โปรดเขียนเครื่องหมาย ✓ ลงในช่องว่าง  ที่ตรงกับความเป็นจริงของท่าน

2. เพศ

ชาย

หญิง

2. อายุ .....ปี

3. ระดับการศึกษา

ป.1 – ป.3

ป.4 – ม.3

ม.4 – ม.6

สูงกว่า ม.6

อื่น ๆ

4. ท่านมีอาชีพ.....

5. ท่านมีรายได้.....บาท

6. สถานภาพสมรส

โสด

คู่

หย่าร้าง

อื่น ๆ

7. ท่านมาจากจังหวัด/ประเทศ.....

## ส่วนที่ 2 ลักษณะของการรับบริการ และการใช้บริการของลูกค้า

คำชี้แจง โปรดเขียนเครื่องหมาย ✓ ลงในช่องว่าง  ที่ตรงกับความเป็นจริงของท่าน

### ลักษณะของการรับบริการ

1. ท่านได้รับทราบข้อมูลการนัดหมายจากไหน

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> เพื่อน            | <input type="checkbox"/> นิตยสาร  |
| <input type="checkbox"/> หนังสือพิมพ์      | <input type="checkbox"/> โทรทัศน์ |
| <input type="checkbox"/> อื่น ๆ ระบุ ..... |                                   |

2. ความถี่ในการมาใช้บริการบ่อยแค่ไหน

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> ครั้งแรก     | <input type="checkbox"/> 2 – 5 ครั้ง      |
| <input type="checkbox"/> 6 – 10 ครั้ง | <input type="checkbox"/> มากกว่า 10 ครั้ง |

3. ท่านต้องจ่ายค่าบริการแต่ละครั้งเท่าไร

- |  |  |
|--|--|
| <input type="checkbox"/> ต่ำกว่า 200 บาท | <input type="checkbox"/> 201-300 บาท     |
| <input type="checkbox"/> 301-400 บาท     | <input type="checkbox"/> มากกว่า 401 บาท |

4. ท่านได้รับบริการนัดจากหมอนวดชายหาดกี่นาที

- |  |  |
|--|--|
| <input type="checkbox"/> ต่ำกว่า 30 นาที     | <input type="checkbox"/> 31 - 45 นาที      |
| <input type="checkbox"/> 46 นาที – 1 ชั่วโมง | <input type="checkbox"/> มากกว่า 1 ชั่วโมง |

5. ท่านคิดว่าค่าบริการเหมาะสมกับบริการที่ท่านได้รับหรือไม่

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| <input type="checkbox"/> เหมาะสม | <input type="checkbox"/> ไม่เหมาะสม |
|----------------------------------|-------------------------------------|

6. ท่านคิดว่าจะกลับมาใช้บริการอีกหรือไม่

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> กลับมาอีก | <input type="checkbox"/> ไม่แน่ใจ |
|------------------------------------|-----------------------------------|

ไม่กลับมาก เพราะ .....

7. ท่านเคยมีปัญหาเกี่ยวกับหมอนวดชายหาดหรือไม่

เคย สาเหตุ .....

ไม่เคย

ถ้าเคยท่านแก้ไขปัญหายังไร.....

.....

.....

.....

.....

8. ท่านคาดหวังว่าในการใช้บริการนวดชายหาดไว้อย่างไร

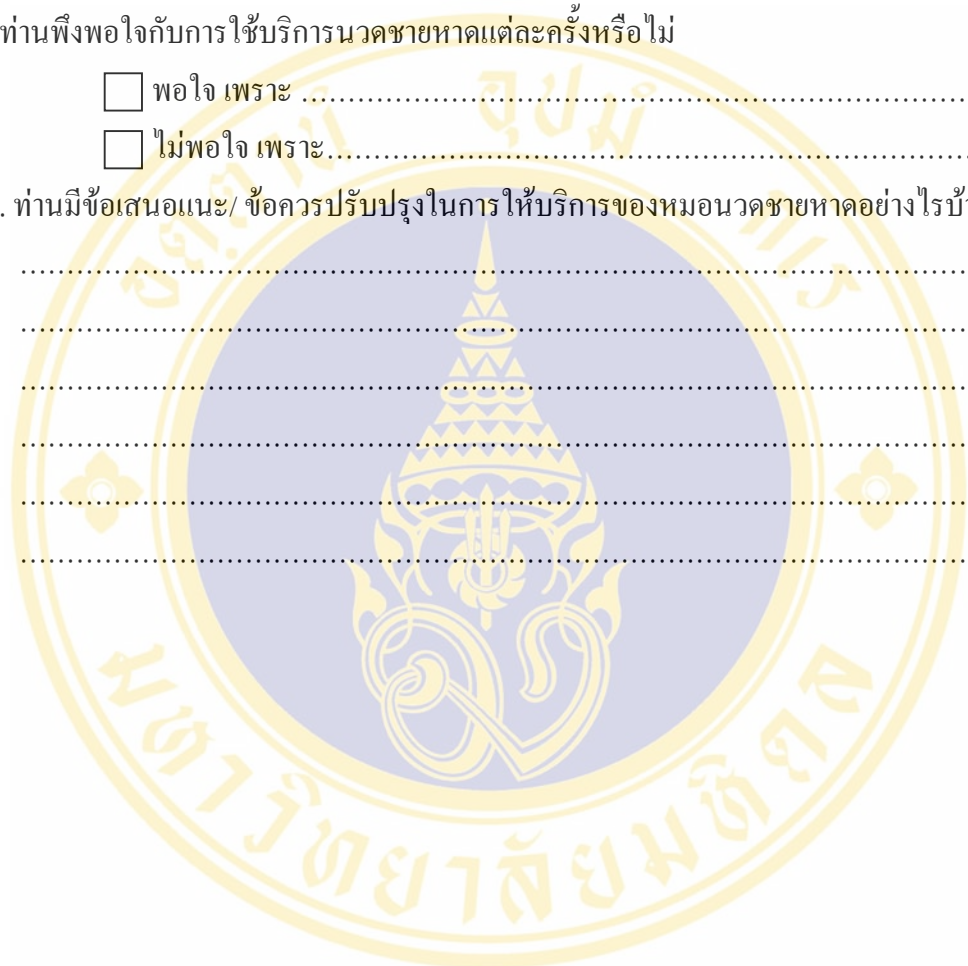
.....  
.....  
.....

9. ท่านพึงพอใจกับการใช้บริการนวดชายหาดแต่ละครั้งหรือไม่

- พอใจ เพราะ .....
- ไม่พอใจ เพราะ.....

10. ท่านมีข้อเสนอแนะ/ ข้อควรปรับปรุงในการให้บริการของหมอนวดชายหาดอย่างไรบ้าง

.....  
.....  
.....  
.....  
.....  
.....



### Tourist Questionnaire (Customer)

#### General Data

1. Gender  
 Male  Female
2. Age.....years old
3. Education  
 Primary Level  Primary/Secondary Level  
 High School  Vocational  
 Bachelor's Degree  Others .....
4. Occupation.....
5. Revenue.....Baht.
6. Marital Status :  
 Single  Married  
 Divorced/Widowed  Others.....
7. Hometown/Country.....

#### Type of Service

8. What kind of Service do you like?  
 Thai massage  Essential Oil massage  
 Others.....
9. What's the advantage do you get from massage?  
 To relieve pain  To relax  
 Others.....

#### Customers Service

10. How do you know about the massage?  
 Friends  Magazines  
 Newspaper  Television  
 Others.....
11. How often do you take this service?  
 First time  2-5 times  
 6-10 times  more than 10 times
12. How much do you have to pay for this service?  
 Less than 200 baht  201-300 baht  
 301-400 baht  more than 401 baht



13. How long do you get from this service?

- Less than 30 minutes     31-45 minutes  
 46 minutes – an hour     more than 1 hour

14. Is Service charge suitable with service that you get from?

- Yes                                       No  
 Others.....

15. Will you come back to use this service again?

- Yes                                       No  
 Others.....

16. Do you used to have problem with masseuses?

- Yes reason.....  
 No

17. So, How did you solve it?

.....  
.....  
.....  
.....

18. How do you think about the massage?

.....  
.....  
.....  
.....

19. Do you feel satisfied in service?

- Yes Why .....
- No Why .....

20. Do you have any suggestions for masseuses?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



**แบบสอบถามผู้ที่มีส่วนเกี่ยวข้อง**  
**(เช่น เจ้าหน้าที่เทศกิจ พ่อค้า แม่ค้า เจ้าของเตียงชายหาด)**

1. การเข้ามาของอาชีพของหมอนวดชายหาดเริ่มเมื่อไร?

.....  
.....  
.....  
.....  
.....

2. การจัดระเบียบของการให้บริการเป็นอย่างไร?

.....  
.....  
.....  
.....  
.....

3. มาตรการต่าง ๆ เกี่ยวกับการควบคุมดูแลการให้บริการเป็นอย่างไร

.....  
.....  
.....  
.....  
.....

4. การฝ่าฝืนและลงโทษเป็นอย่างไร?

.....  
.....  
.....  
.....  
.....

เคยมีกรณีเกิดขึ้นหรือไม่อย่างไร?

.....  
.....

5. การถูกร้องเรียนจากหมอนวดมีบ้างหรือไม่ อย่างไร?

.....

.....

.....

.....

.....

6. การถูกร้องเรียนจากผู้ประกอบการชายหาดและนักท่องเที่ยวมีบ้างหรือไม่ อย่างไร?

.....

.....

.....

.....

.....

7. ปัญหาและอุปสรรคของการปฏิบัติหน้าที่เกี่ยวกับการให้บริการการนวดชายหาดอย่างไร?

.....

.....

.....

.....

.....

8. มาตรการแก้ไขปัญหาดังกล่าวที่เกิดขึ้นจากการนวดชายหาดอย่างไร

.....

.....

.....

.....

.....

9. ท่านมีความคิดเห็นอย่างไรกับอาชีพหมอนวดชายหาดต่อการท่องเที่ยวของเมืองพัทยา?

.....

.....

.....

.....

.....

### 1) Interview Ms. Somjai

Ms. Somjai is 52 years old. Her house locates at South Pattaya. She lives with her sons and grandchildren. Both of her sons now do not go to school. Her first son has a child with 2 months old and her daughter in law looks after her grandchild. She graduated at primary school level 4. She did not study further because her mother worked alone. She has been beach massager for 5-6 years. Her prior careers were different such as maid, washing dish, collect the bottles and cans for sale. The cause to be a beach massager because of inadequate income, once she met her friend and her friend persuaded her to be a beach massager and that time there was not much beach massagers like today. Her friend told that beach massager can earn more money than her prior career. At that time, there was arrangement about the regulations of beach massagers so she went to register too. At first time, she did not learn how to massage from any person because she had learnt from her parents when she was young. She can memorize so she used it to massage for customers. Sometimes, her customer taught her because she did not massage in term of catch "line" likes as others who learnt from Wat Po (A temple names Wat Chetupon Wimolmungklaram, which is adjacent to Emerald Buddha Image Temple or Grand Palace in Bangkok). She massages for relaxation more than cure diseases. She will walk along the beach to search customers but she would not go so far because she has permanent customers so she won't miss them. She said every beach massager had his/her number after registered so it can not be interchange among beach massagers. She pays 1,000 baht per year. She said the Pattaya City ordered beach massagers to wear uniform. If beach massagers don't wear, the municipal will charge to pay 500 baht for fee. The acceptance of society, she thinks, society accepts because if it does not accept, there will be no customers to receive massage. Moreover, beach massage increased income of Pattaya City. She said before to be a beach massager, she did not have enough money for living, but now she can earn for her family, and she is able to buy food that she wanted to do. Most of customers were Russian, and she can speak a little bit. Now, it is low season so there is fewer customer than high season, nevertheless, she has permanent customers both Thai people and foreigner. She charges the service price in the similar price for both Thai people and foreigner. She must to pay for

beach bed owner. Her income was used for earn her sons and grandchildren. Former, there were fewer massagers so the income was better than present. Moreover, now there is the unregistered person is imitation to be a beach massager with the counterfeited number and uniform because currently, Pattaya City does not open for registration. If the municipal officer meet, they would be charged. Somebody is not massager but she pretends to be a beach massager, and she cheats the customers or she used the a beach massager to cover her real career of prostitute so it makes problem to real beach massager.

## **2) Interview Ms. Yupin**

Ms. Yupin is 40 years old. Her prior house located Udonrathani Province. She graduated at primary school level 4. She did not study further because her parents had many children. After she left school, she helped her parents at Udonrathani Province. Then, her neighbor persuaded her to work as labor of construction at Pattaya City. In that the work was very hard and she tried very much. She must send money back to her mother to feed her 3 children. This work had rest hour at lunch time only one hour.

The cause to be a beach massager because of inadequate income to support family, and she must work hard and had no time for rest. Her neighbor was a beach massager, and knew that she must work hard and had many children so her neighbor persuaded her to be a beach massage trainee because she was not beach massager before. She got 2 weeks training, then her friend brought to Pattaya City to register as a beach massager so she got number and uniform. The municipal officer will catch anyone who did not pose number and wore uniform. She has worked as beach massager for 4 years so her living not is better. Her work is more comfortable that prior job because she can start to work and finish working at any time she wish. Particularly, in December, she can earn more money. She charged 200 baht per hour for her customers in the same price for both Thai and foreigner. If her massage was appreciated to customer, she would receive extra money for tip. This time is low season, there is no foreigner, but she had permanent customers. When she is going to massage she must prepare her equipment such as olive oil, coconut oil, tools for nail

dress, hair dress, and foot skin scrap for instance. Most of her customers were nice persons so she did not have any problem. The Japanese customer will give more tip than other nations. Sometimes, tourist guide would bring the customer to get massage. At present, there is a lot of illegal beach massagers. It is noticeable with no number and no uniform. If municipal officer meets, they will be charged. Moreover, this group of persons always steals the customers' money. She would like to ask the Pattaya City officers seriously charged because this made the bad image for her beach massager career. For social acceptance, she thinks, now society more accepts because if it does not accept, there will be no customers to receive massage but in the past they had bad attitude because they thought that beach massager was prostitute, but at present, most of people accepted beach massager as honest career and it can make income for country.

### **3) Interview Mr. Yutthana**

Mr. Yutthana is 54 years old. His prior house located Nganwongwan Road, Bangkok Metropolis. He moved to Pattaya more than 30 years ago. He lived with his wife and his 5 children. Earlier, he moved to Pattaya, he did not work. His wife worked alone, she was a chef of Thai shop. The cause to be a beach massager because of inadequate income to support family, and he knew an old man who worked as home massager. This man taught him. At first time, his income not so good because some day he got no customer. If good luck, some day, he got 2-3 customers. Then, he became beach massager by walking along the beach and the income is better. Generally, he charged 200 baht per hour, but some customer bargained to be 150 baht per hours. He did not accept because it will make bad image for beach massage. At present, he does not register because when Pattaya City opens for registration, he doesn't have money for fee since at that time, the fee was 1,700 baht. This time when he works, he must be careful to escape the municipal officer. Besides, massage, he also gave other services such as dress of nail dress, hair dress, and foot skin scrap liked as others. He would like Pattaya City opens for registration so he will not escape. Another reason, he does not want to do other works and he plan to do further because of good income, and independent work. Moreover, our society more accepted

the beach massager career than previous time because it brings a lot of income for country, and beach massage is well known for tourists who visit Pattaya.

#### **4) Interview Ms. Dao**

Ms. Dao is 32 years old. Her prior house located Kanchanaburi Province. She has worked as beach massager for 7 years She graduated at primary school level 3 at Kanchanaburi Province. Before she moved to Pattaya, she helped her parents farming in the corn farm at Kanchanaburi Province. She came to Pattaya because she quarreled with her mother so she escaped to Pattaya City to live with her friend. Before to be a beach massager, she worked at beer bar and she got good income. The majority of her income was from the foreigner gave but the money was not constant. Then, her turned to work as a beach massager because she bored to be looked down as beer bar women. She wanted to change her life so because she had a right to do that and she felt she does not know her future. At first time, she can not massage so she looked and noticed the other massagers and she asked the others and they taught her. Now she can massage. This career is a independent career but one must control oneself because one can come to beach at any time one want. For herself, she will come to the beach at 7 a.m. and go back home at 6 p.m. everyday. She will select to massage for foreigner, and she massage for few Thai people because she feels shame. At present, her family knew she lived and worked as a beach massager at Pattaya City. At first time, her family did not understand they thought she must be a prostitute. When they knew she lived at Pattaya City, but when they came and knew, they did not blame any more. In that the work was very hard and she tried very much. She must send money back to her family. The beach massager work is different from beer bar work because the beer bar work, it used body to sell but the beach massager sells service of massage and one can select the customer. Now, there is a lot of people work as beach massagers so they must compete to get customers so it might cause them to fight together. She does not stay at the same place, she will walk a long the beach to search for the customers. She sometime quarrels with someone, since they thinks she enter to their areas, but she does not mind. If she massages at the beach bed, she will pay 20 baht for beach bed owner. Some customer will pay 220



baht if they feel sympathize so she will get 200 baht. She worked as beach massage for long time so there were various foreigners like her. If she like him and they can go together she will go with them. If she does not like, she will keep quiet. This career makes her to meet a lot o people so it needs have sagacity. She satisfies with this work because it is an independent work. She would like Pattaya City opens for registration so the illegal people will not escape. Moreover, our society more accepted the beach massager career than previous time because beach massage is increasingly and the customer is increasingly as well.

### **5) Interview Ms. Rumpueng**

Ms. Rumpueng is 30 years old. Her prior house located Kalasin Province. She has worked as beach massager for 6 years. She did not go to school. Her previous work was golf caddy, and she had a good income but it was a rather hard work since she must carry the golf bag follow the customer. She worked for 4-5 years and she must finish her work because she got pain at her back., and then she sold grilled bread along the beach but her income was not so good when compare to golf caddy. She must to pay for beach bed owner 10 percent of income. If she does not pay, they will not allow selling. The income was inadequate. Accidentally, at that time, Pattaya City opens to register so her friend persuaded to register so she applied because the beach massager had more income. That time she had registered by paying 1,000 baht but she could not massage so her friend taught her, and then she learnt at Wat Yan, and she paid 3,000 bah for fee. Here, they taught her all such as body massage, and foot massage. She moved her domicile to Pattaya in order to be able to register.

This time, there is few customers but it will be better when high season so there are a lot of customers and she will gain more money. Nevertheless, she has permanent customers, some is Finn people because she can speak. Massage had 2 types. One is catch “line”, and oil massage. Catch “line” is massage for fatigue release, and oil massage is for relaxation. It depended on customer to select which type of massage. They are the same price. Customers are both Thai people and foreigner, and the age begins from 5 years to 50 years old. Some customer liked her, if she likes she will be friend. She is single so she wants to learn them more.

At present, there are a lot of illegal massagers so she would like to ask the Pattaya City officers seriously managed because there are a lot of unregistered persons and imitated to be a beach massager with the counterfeited number and uniform. Some catch the customer as prostitute, particularly, the male massager who is guy. For social acceptance, she thinks, now society more accepts because if it does not accept, there will be no customers to receive massage but in the past they had bad attitude because they have seen a lot of change such as the progress of beach massager career because beach massage is increasingly and the customer is increasingly as well.

#### **6) Interview Mr. Prasong**

Mr. Prasong is 30 years old. Her prior house located Sukhothai Province. He moved to Pattaya by following his mother more than 15 years ago. He helped his mother to sell fruit along the beach, so he knew massagers who worked around here. They persuade him to work because of good income. Accidentally, at that time, Pattaya City opens to register so he registered. That first time he could massage very little, and they who persuaded teach him. He can massage now, but he emphasizes to massage the type of catch “line” because he has aptitude in this style of massage, but if the customer requires, he can do. Nevertheless he will massage in the day that is few customer because oil massage must use the oil and some customer does not like the smell of herb oil. He has massaged for 5 years. It is a good income career. He can raise himself, but he said the income is unstable. Some day he got 400-500 baht, and some he may got a little above 1,000 baht up to our diligence. He said, we must massage according to the time agreement. Some massager is selfish when he/she has many customers, he/she will accelerate to finish in order looking for the new one. This builds bad image. He charges 200 baht per hour in the same price for both Thai people and foreigners because this price was set by Pattaya City. Some customer bargained but he can not accept because he must pay for beach bed owner. When he work he would make conversation with customers. If the customer satisfied, they would give many tips. Most of customers were French, Russian, and German. At first time, it is difficult because he did not understand but now he can understand little bit.

He would like Pattaya City controls more strictly because there are a lot of illegal massagers, and some are steals things from customers. Moreover, our society more accepted the beach massager career than previous time because in the past they view with bad attitude because they thought beach massager was prostitute, but at present, most of people understood beach massager give massage only and have no other services.

### **7) Interview Mr. Chamrus**

Mr. Chamrus is 35 years old. His prior house located Patthalung Province. He worked at custom checkpoint. His income was about 10,000 baht per month but he was ordered to stop the work so he turned to work as beach massage. Prior place that he massaged at Kao Samui before he moved to Pattaya. He entered to be a beach massager because his friend persuasion. He can work because when he worked at custom checkpoint, he massaged for customers at home in the Saturday and Sunday. After he was ordered to stop the work, his friend suggested massaging at beach of Samui because there was a lot of people. Then, he moved to Pattaya because his wife is a local people of here, and she wanted to come back to look after her mother. Customer hereby, is not different from Samui's customer. The rate of price of service is the same price but at Pattaya, he must pay for beach bed massager but they help to search the customer. He now does not have the license. If the municipal officer know, he will be charged. He would like Pattaya City opens for registration so he will not escape. If he was often charged, he might to ride the motor bicycle for hire. For social acceptance, he thinks that now it is more accepted because the beach massage is well known for both Thai and foreign tourists. It is an honest work, and most of massagers have ethics.

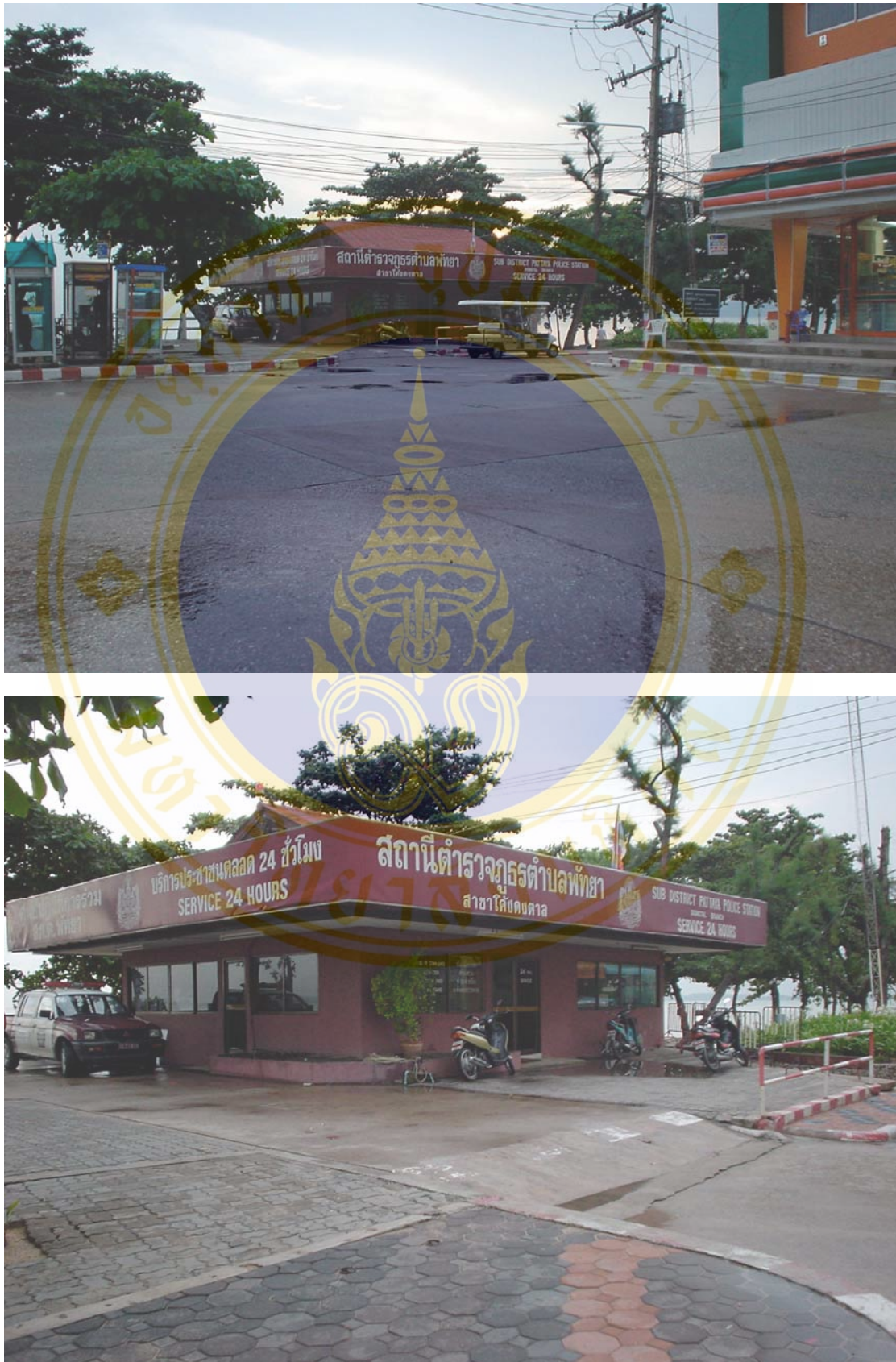
### **8) Interview Mr. Komet**

Mr. Komet is 35 years old and is a Rayong Province people. He graduated at primary school at level 6. He has friend who is beach massager, then his friend persuaded him to be a beach massager because he told this career is good income. Before he becomes to be a beach massager, his friend taught him to massage both oil

massage and traditional massage. He charged 200 baht per hour, besides he also did hair dress, nail dress, and food skin scrap. He charged 50 baht for each item. He has worked for 2 years, but he do not have license now so he must avoid from police catch because the Pattaya City now does not allow to register. If he is charged, he must pay 300 baht. There are a lot of massagers have no license but they do not know to earn in which way because massager gets good income. Their family understands it is an honest work and they can support families too. Most of customer are male foreigner, he charged in the same price whether how big or small body, but for the big body customer, it needs more time to massage. Most of customers will pay extra. The word “Social Acceptation”, he thinks that now it is more accepted than previous time. It may be that they touch beach massage more so it made them understand. Moreover, it made much more income to Pattaya City, therefore, the modern society more accepts the beach massagers.



Picture 1-2. Over view of Dong Tan Beach area.



Picture 3-4. Police station at the entrance of Dong Tan Beach.



Picture 5. Entrance to Dong Tan Beach from Jomthein Beach.



Picture 6. No vehicles allow to the beach road.



Picture 7. Parking Area that Pattaya City provide for tourists.



Picture 8. Beach Area with comfortable surrounding.





Picture 9-10. Massagers can be found along the way of Dong Tan Beach.



Picture 11. Merchant who sales fruit and sea-food for tourists.



Picture 12. ID. Card of the massager approved by Pattaya City



Picture 13. Tools and equipments in the box of each massager.



Picture 14. Cracked heel removal and hair dressing service are also available.



Picture 15. Massagers in their free time.



Picture 16. Beach Recliners owner.



Picture 17. Document written in English and Russian describe quality of hot balm.



Picture 18. Tourist enjoys nails painting service.



Picture 19. Un-register Beach massager.

## BIOGRAPHY



<b>NAME</b>	Mr. Banturng Chantawong
<b>DATE OF BIRTH</b>	23 July 1976
<b>PLACE OF BIRTH</b>	Bangkok, Thailand
<b>INSTITUTIONS ATTENDED</b>	Rangsit University 1993-1997 Bachelor of Arts (Hotel Management)  Mahidol University, 1999-2004 Master of Arts (Rural Development)
<b>ADDRESS</b>	104/17, Moo 3, Tambol Thasai, Amphur Muang, Nonthaburi, 11000