



The Service Provider in Lady’s Club: A Case Study of Entertainment Places in Huai Khwang District, Bangkok

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Abstract

The objectives of this research were 1) to study the characteristics of the service provider in lady's club, 2) to study the factors that resulted in a decision to a service provider in lady's club, 3) to study the socialization process into a service provider in lady's club, 4) to study the adaptation to the environment of a service provider in lady’s club, 5) to study the daily life of service provider, 6) to study the change of lady’s club.

This research is a qualitative research in anthropology. The unit of analysis is “Isit Club (research alias)”, a lady’s club, behind soi cultural center, Huai Khwang district, Bangkok. The sample group is 33 service providers in lady’s club and others key informants in “Isit Club (research alias)”. This research collected data through key informant interviews and participatory observation.

The research results showed that 1) the characteristics of the service were highly flexible, 2) Money was the factor that resulted in the decision to be a service provider in lady's club, 3) Socialization process indicated that everyone must take care of themselves and their health the best, 4) Adaptation to the environment found that everyone must be ready to work, 5) Working life will start at 21.00 P.M-03.00 A.M., and 6) Lady's club change will probably change to sexual services club.

Keywords: Service Provider, Lady’s Club, Host Bar



1. Introduction

At present, the entertainment is only open to women in a large number of recreational facilities. This woman's bar will look like a bar for men to find pleasure and drink with women. In the bar for women, there is a “service provider”, also called “Host Bar”, which is a group of young men, well-shaped and handsome, like a class-lined master, giving a woman a choice to sit back and care for them, which seems past "Host Bar" is becoming a popular business from a lot of women who love to travel.

By the end of the year 2560, the news desk of the Amarin Channel TV has presented a special scoop on it by bringing the news team to the back in the background of the "host Bar", one of the Rama 9 road in the news team. The store has the store's PCs. Cheer on the price of a bottle of alcohol for 1 thousand than the total value, but not including food and beverage charges with the service provide. If the service provider is a favorite for a customer who comes to the service, it will be called to be seated with a total of 3 drinks at a cost of 350 baht. This price does not include the service provider fee or the case of a service provider, which rewards the service provider without force. A service provider told the news team Amarin to receive that the service provider is not difficult and comfortable to speak and heed a polite customer. They will pamper and embrace warmth to customers who feel lonely and will not talk about their past or personal life to make them uncomfortable. The stage show is not naked, it's just a strip show muscle. If customers like service, the provider will sit with. There is a rule prohibiting employees had an affair with a client. If you know a service, the provider will be immediately expelled from the party (News Monitor, 2015).

The researchers have posted a research area to explore the preliminary information by asking the group's employees of entertainment Places in Huai Khwang District found that most of the customers changed from men to women, so many venues have to adapt the style of the service. At present, the men will be able to serve their customers in the way they can see that the lifestyle of Thai people in the capital has changed from the same. Even the entertainment business from the past must meet the needs of the main customers, which are male customers, but nowadays must be turned to take into account the needs of female customers as women become main customers instead. Women at night more than men have both teen groups to middle age groups, with both women doing a night masseur. The majority of the work was discontinued. You want to change the ambience of the man who wants to be a caring party. Some of them want to see men on the way of entertainment, so they need to hire men to cast their work in many stores to meet the needs of this customer.

Background and significance of the above questions, the researcher is interested in studying the service provider in Lady's Club, aimed at Lady's club in Huay Kwang district, since the preliminary survey found that Lady's club in Huay Kwang district, the unit of analysis has a relatively few research studies, understanding the service provider in Lady's club careers quite limited. While Lady's Club open up a lot to support the service provider. “Isit Club (research alias)”



is the lady's Club located on Thanon Thoet Phrakiat, Huay Kwang district, is 2nd stores commercial building for drinks, the upper floor is a bar. The researcher chose to study anthropology, qualitative research, data collection, observation and participation and in-depth interviews.

The researcher embedded a customer bisexual and a research assistant for the use of the non-disclosure of the status of their own that data, but research into a lonely girl and bisexual men need attention and care. The researcher is confident that the ability to access data in depth, rhythm and using the opportunity to collect information and to use it. For this reason, this research aims to study "Isit Club (research alias)" on the nature services of the service provider in lady's club factors that resulted in a decision to a service provider in lady's club, the process of socialization into. As a service provider in lady's club, adaptation to the environment of the service provider in lady's club, the history of key informants in occupational service provider in lady's club past - present, and studying the dynamics of "Isit Club (research alias)".

2. Research Objectives

- 1) To study the characteristics of the service provider in lady's club
- 2) To study the factors that resulted in a decision to a service provider in lady's club
- 3) To study the socialization process into a service provider in lady's club
- 4) To study the adaptation to the environment of a service provider in lady's club
- 5) To study the daily life of service provider.
- 6) To study the change of lady's club.

3. Literature Review

From the literature review, regulations and guidelines for the ethics of human research is to conducting human research needs to first be approved by the Human Ethics Committee. Before being able to publish the research. Thus, the aim of this ethics of research widely used by people as it is concise, easy to remember, and has a comprehensive definition of social science research, The Belmont Report, announced by a working group consisting of doctors, scientists, lawyers, and ethics 1967 at the Belmont Conference Center, Smithsonian Institute, Washington, DC, USA. The ethics of researching in general in The Belmont Report consists of 3 principles as follows: 1) Respect for person by requesting consent from the target population of the research to join as a research volunteer Principles of usefulness Harmless 2) Beneficence by specifying whether or not volunteers will benefit or what benefits or other benefits may pose a risk to the volunteers. The researcher kept the subjects' confidentiality, with no identifier to identify the subjects, and 3) the principle of justice is that there are clear criteria for screening in and out without bias, there is a distribution of benefits and equally risk by random methods. (Sueblinvong, 2008)



The essential aspects of the guidelines for human research can be summarized as follows: 1) the researcher writes a proposal for a research proposal that has scientific validity. 2) In the research methodology, before taking any action with the volunteers, such as screening, the researcher writes the process of the consenting process first, namely the person requesting consent, the place to request information agree Providing explanation information Etc. answering questions, allowing independent decisions before signing for consent. 3) To show that the researcher will follow ethical principles in the researcher the topic "Considerations in research ethics (Ethical consideration)" by analyzing according to the ethics of human research, 3 items. 4) The researcher proposed this research plan schedule. The experimental procedure with the data collection volunteers. Proceed after the proposal has always been approved or approved by the Research Ethics Committee. (Office of National Research Council, Ministry of Science, Technology, and Environment, 1998)

3. Research Methodology

This research is anthropological research methods by key informants interviews and observations. Unit of analysis is "Isit Club (research alias)" in Huay Kwang district, Bangkok. Researchers randomly assigned specific. The researchers interviewed the key informants is the service provider in lady's club who worked for at least 1 year were 10 people and those with a role in "Isit Club (research alias)" include manager, DJ, and cashier 3 people, as well as service provider in lady's club, others who worked on "Isit Club (research alias)" of 20 people, including 33 people.

3.1 Research tools

In this research tool, the researcher used the interview form for key informants which was prepared in accordance with the anthropological research methodology (Satsanguan, 2015). Researchers have chosen to use qualitative research in anthropology by collecting observation data and in-depth interviews. The researcher has concealed himself as a bisexual type customer and has 2 other female research assistants in using the service without revealing her status to collect the information but research into bisexual like a lonely girl who needs a young man to be attentive and care.

3.2 Data Collection

In this study the researcher used anthropological field research techniques to collect data. The research duration is between July and October 2018 for a total of 4 months. The techniques and data collection methods are as follows:

3.2.1 Participant observation: researcher and research assistants participate in "Isit Club (research alias)" activities, such as researcher and research assistants, playing games and dancing with service providers in lady's club.

3.2.2 Key-informant interview: researcher and research assistants' interview key Informants, such as service providers in lady's club, store managers, store managers. The cashier



checks the bill that writes down the drink for the service provider in lady's club and the DJ plays the band's break music.

3.2.3 In-depth interview: researcher and research assistants interviewed in-depth interviews with key Informants by taking the time to collect data many times and repeatedly to get the most comprehensive details about the study.

3.2.4 General Observation: researcher and research assistants observe the daily activities of the service provider in lady's club in "Isit Club (research alias)" about what they did during the day and time, from attendance to work.

3.2.5 Informal interview: researcher and research assistants interview informally. By talking and questioning the service provider in lady's club in the store, the store manager cashier, check, bill and DJ about general information that is useful for research

3.2.6 Technological tools in anthropological field: research Researcher and research assistants took pictures in the "Isit Club (research alias)" to illustrate the field.

3.2.7 Field notes: researcher and research assistants try to record data. The observations and data obtained from in-depth interviews with key Informants in the "Isit Club (research alias)" in order to use the information to meet the research set.

3.3 Data Analysis

After the researchers and the research assistants have completed collecting data. The researcher used the method of descriptive research findings from in-depth interviews to answer the study objectives and compile this conclusion.

Data analysis is based on anthropological methods. After collecting the information Presented in thick description, content analysis, and summary of study results.

4. Results

The results of the qualitative research in anthropology, service provider in lady's club in "Isit Club (research alias)" in response to the objectives of each research, as follows:

1) The characteristics of the service provider in lady's club in the "Isit Club (research alias)" has the same characteristics: providing warm service and impressing customers with the service. The results of the overall data analysis showed that Managers and key players including all service providers in lady's club, all in "Isit Club (research alias)", a total of 33 people, accounting for 90.91 percent. The nature of the service is modern. The form of service does not have fixed requirements. Will depend on the ability to service and reach customers for maximum customer satisfaction, such as placing a table at the service provider in lady's club, you can do whatever you want to relax. There are laughter and stress. Most of the talk is funny, general, dance. In general, it is Can do as much as possible for customers to laugh When customers feel dizzy or drunk, the service provider



in lady's club will have to observe and order hot tea or hot cloths to wipe the client's face in case of extreme drunkenness. Which is a regular occurrence that customers are drunk.

2) Factors that made men decide to be a service provider in lady's club found that money was the factor that made men decide to be a service provider in lady's club in "Isit Club (research alias)". Managers and key players Including all service providers in lady's club in "Isit Club (research alias)", a total of 53 people, representing 100% of the total There are comments that Decided to be a service provider in lady's club because they needed money because most of the men expecting to work at the bar wanted their lives to be improved, with everyone's expectations coming in. Concerned first, and there are issues of returns instead of getting, for example Being known and appreciated by customers or customers looking after their lives, which is possible in this type of bar and their desire for better living.

3) The process of socialization into the service provider in lady's club found that the process of socialization into the service provider in the "Isit Club (research alias)" has the same characteristics. In which the overall data analysis shows that Managers and key players including all service providers in "Isit Club (research alias)", a total of 33 people, representing 84.85 percent of the total. There are comments that

3.1) Educating yourself to the value of self-care "Isit Club (research alias)" has the written requirements of self-cleaning of service provider in lady's club in writing that all service provider in lady's club must take care of themselves, and take care of yourself to the best, from cutting hair to shaving, beard, body odor, mouth odor, manicure, face, clothing including your own health as well

3.2) "Isit Club (research alias)" behavior regulation Things to do and the prohibition in writing for all service provider in lady's club to follow for orderliness and easy control.

3.3) How to provide services to customers of the service provider in lady's club. Services to customers of "Isit Club (research alias)" will teach starting from paying homage to customers. Self-introduction greeting customers walking to send customers to the bathroom, wrapping glasses, collecting ashtrays lighting cigarettes for customers blowing when the customer is hot Solving problems in cases where the customer is drunk and unable to control himself Teaching at this point is for guidance only. But when it comes to practice, when it comes down to the table, it's an individual's flair. The service provider in lady's club will try to find a way to get customers hooked and come back again. And in solving various problems if that happens, if the service provider in lady's club is unable to resolve the problem yourself, then the manager must be notified.

3.4) Dancing, service provider in lady's club must learn the first thing in the work because dance is considered as the instrument used in this career. Otherwise it can't work. The "Isit Club (research alias)" hires dance instructors to teach at the bar. From Monday to Friday except Saturday and Sunday, the service provider in lady's club must practice dancing the same way, because if the customer wants to change the service provider in lady's club, they don't have to start to learn new



directions and allow the customer to call anyone to the table and The service provider in lady's club, too, can also be placed on a table with any customer.

3.5) Expectations for service provider in lady's club "Isit Club (research alias)" expect that every service provider in lady's club is ready to provide service. Having polite conversation neat verbs can make the customers satisfied with the service and feel that the service cannot be found elsewhere. Only at this "Isit Club (research alias)".

4) Adaptation to the environment of the service provider in lady's club It was found that the adaptation of the service provider in lady's club environment in the "Isit Club (research alias)" is the same. Every service provider in lady's club must adapt quickly to the environment, such as service provision. Clients, shows, dance lessons or going out with customers after the lady's club closed. Overall data analysis shows that all managers and key players, including the service provider in lady's club in the "Isit Club (research alias)", a total of 33 people, representing 87.88%, agreed that every service provider in lady's club must choose to adapt. To quickly adapt to the environment by adjusting their behaviors in line with customer service, show, dance learning or going out with customers after the bar is closed.

5) Key Informants' daily life of service provider in lady's club, the overall data analysis shows that all managers and key players, including the service provider in ladies club in the "Isit Club (research alias)", a total of 33 people, representing 96.97 percent of the total. There are comments that working hours begin at 9pm. All service providers in lady's club must arrive at "Isit Club (research alias)" in order to prepare to work. The service provider in lady's club must not leave the room until the manager calls. When called for customer service, it means working.

The work of every service provider in lady's club is to provide the best customer service. Whether customers come often or sometimes, service provider in lady's club must arrive at "Isit Club (research alias)" before 20:30 in order to review the dance with the dance teacher. If one day is not necessary to review the dance, the service provider in lady's club will take some time before dressing up to exercise, build lean muscles, and the time to wear a suit will look great. Before "Isit Club (research alias)" opens. The process of the service provider in lady's club will continue until the customer returns or "Isit Club (research alias)" closes at 3 am on the new day. On any day, the service provider in lady's club cannot provide customer service is able to return at 02.00 hrs. After that it will be the time for the service provider in lady's club to rest or continue traveling.

The problem with the service provider in lady's club is the same. Going out with customers if this happens, the "Isit Club (research alias)" will not be held responsible and will be fired. Service providers in lady's club must try to maintain their careers and protect the reputation of the "Isit Club (research alias)". However, "Isit Club (research alias)" has a rule prohibiting service provider in lady's club from going out with customers after work, but some service provider in lady's club still violates going out with most customers. Club that goes out to eat with regular customers if a new customer is rejected from the service provider in lady's club, because the service provider in



lady's club knows what to do. Not going out with customers in the hopes of getting money. The service provider in lady's club that is working now respects everyone's lady's club regulations.

6) The lady's club changes: As long as women are popular with men, "Isit Club (research alias)" is still able to stay. But whenever the number of women wanting to visit decreases, then the lady's club will have to close themselves due to lack of customers. As a result, there is no service provider in lady's club income. May have to change careers or find a new job the results of the overall data analysis showed that Managers and key players including all service providers in lady's club, all in "Isit Club (research alias)", a total of 33 people, representing 72.73%, commented that currently, the number of customers who come to visit has decreased. Compared to the episode "Isit Club (research alias)", newly opened 10 years ago, there are a lot of customers. The customers fill every table. One table comes in 4-5 people, earns a hundred thousand per night. The service provider in lady's club can get a second hand car. The money is very widespread.

Nowadays the customer is less. One table with 5 is considered very well already. "Isit Club (research alias) "You have to pay a monthly salary to the service provider in lady's club. But you only pay for drinks if you have customers. But if we don't have any customers, neither the service provider in lady's club nor the "Isit Club (research alias)" cannot live. The situation is not very good for up to 3 years. "Isit Club (research alias)" may become sexual services club. Because the lady's club gets its share of the sexual services club. The change is that the lady's club needs a service provider to survive.

5. Discussions and Conclusion

From the data analysis, summarize the findings and discuss the research results as follows:

5.1 According to the research of the nature of the service provider in lady's club, found that there is no fixed format It depends on the ability of the service and the customer access of the service provider in lady's club to make the customer satisfied and the research shows that money is the factor that makes men decide to be the service provider in lady's club. This research is consistent with the work of Morrison, TG, and Whitehead, BW (2019) that found that economic conditions and material and psychological instability affect the careers of service providers (Morrison & Whitehead, 2007).

5.2 According to the research of the process of socialization into the service provider in lady's club, it is found that every service provider in lady's club must take care of themselves and their health to the best, and must comply with the bar regulations for every woman. As a matter of fact, must learn how to provide customer service and solve problems, the first thing that everyone must learn to work is the dance, and the expectations of the lady's club to the service provider in the lady's club is the service provider must be ready to serve customers who come to use the service. The results of this study are in line with the concept of socialization of Ngamphit Satsanguan (2015), which states that socialization is a lifelong cultural learning for people from birth to death,



including the development of the identity or personality development of the poor. Each person becomes a good member of society and each generation will continue to pass on culture to another generation (Satsanguan, 2015). The reason for this research is that because service provider in lady's club must be continually learning the culture of working as a service provider in lady's club.

5.3 According to the research of adaptation to the environment of service provider in lady's club, it is found that most service provider in lady's club will adjust their behavior in accordance with customer service, show, dance learning. Or going out with customers after the bar is closed and will start working at 9:00 pm. Sometimes, it must arrive before 20:30 hrs to go to review the dance with the dance teacher. "Isit Club (research alias)" closes at 3:00 am on the new day. Any day that doesn't serve customers is able to return at 2:00 am, after which it will be. At the service provider in lady's club, will rest or continue traveling for every problem of the service provider in lady's club, the problem is leaving the customer after work. However, "Isit Club (research alias)" has rules prohibiting the service provider in lady's club to leave with the customer after work. But found that some service provider in lady's club violated the prohibition. The findings are in line with Coser, LA (2017) The Anomie Theory, which states that Merton describes social structures that cause pressure and conflicts with individuals in groups, causing behavior to be in violation of social rules. As a result, there is disorder in the society. There are cultural goals in which everyone is struggling to strengthen their position, using objects as a measure and institutionalized means are considered to limit freedom to such an extent as a service provider in lady's club that has Cultural Goals in the form of money, without focusing on Institutionalized Means (Coser, 2017).

On the other hand, the findings are consistent with Alex Thio's The Labeling Perspective Theory, Jim D. Taylor, & Martin D. Schwartz (2018). The act of diversion depends on the society in which the person is located. The service provider works in the lady's club, stating the service provider in lady's club that goes out with customers after work is violated the prohibition. Currently, the number of customers visiting "Isit Club (research alias)" is reduced by no more than 3 years, may become a lady's club, which allows customers to buy time or to hire service provider hours in the lady's club until work ends. Which after work is more likely to continue traveling together or risk the subsequent sale of sex services. The findings are consistent with Ngamphit Satsanguan's Culture Change (2015), which states that values, beliefs, ideologies, traditions, rituals, symbols, status and roles, worldviews, and material cultures at different times are inevitable. In addition, the findings are in line with Alex Thio's Deviant Behavior, Jim D. Taylor, & Martin D. Schwartz (2018). Behavior or circumstances that deviate from social norms may be due to the legitimate methods that are used, which are obstacles to the goals of an individual or group of people. (Thio, Taylor, & Schwartz, 2018). For example, the number of customers who come to visit for less than 3 years may become sexual services club. This is because economic incentives divert service provider in lady's club behavior to survive.



6. Limitations and problems from research

6.1. Restrictions on data collection explain that the researchers were not able to collect data from customers who use women as a violation of privacy. And interfere with the privacy of that client at the same time, the researchers are unable to collect revenue data for service provider in lady's club because the service provider in lady's club requests and does not consent to provide the true income data to the researchers. The researcher did not violate the request. On the other hand, the researcher was slightly excited and scared because he had never disguised as a bisexual person. But the researcher considered it and experience in the life of the researcher. We will try to collect the best information.

6.2. The problem of choosing a place, the researchers spent many days searching for the appropriate lady's club to collect data, with the researchers having to go out every night. However, this research went well, not causing any problems.

7. Suggestions

7.1 Policy recommendations

1) The government must promote economic and educational policies because if people are well-educated, educated, then there are ways to pursue careers, not to be employed as a service provider in lady's club, which is at risk of later trafficking and prostitution.

2) Policies to solve human trafficking and prostitution problems should be clear, not vague, easy to implement and all public, private and civil society sectors. As well as the family institution must be involved in problem resolution.

7.2 Suggestions for further research

1) People interested in researching about the lady's club should focus on the study of problems in the form of comparative studies by province or regional or national studies. Since this research is a case study, the research result is lacking differences and diversity from research in other topics.

2) The population and sample groups should be studied in provinces with aliens as service providers in lady's club, whether they are the same or different from the results of this study.

3) Research studies on the lady's club are careful about their own safety in data collection. Researchers should follow the steps. The researcher must not violate the request without the consent of the site owner or the studied person.



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10.Bio data

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