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**BAHIR DAR UNIVERSITY**

**COLLEGE OF SOCIAL SCIENCE**

**DEPARTEMENT OF GENDER AND DEVELOPMENT STUDIES**

**POST GRADUATE PROGRAMM**

**THE LIVED EXPERIENCE OF FEMALE RELAXATION MESSAGES THERAPISTS:  
A PHENOMONOLOGICAL STUDY FROM ADDIS ABABA**

**BY:**

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**A THESIS SUBMITTED TO THE POST GRADUATE PROGRAM OF BAHIR DAR  
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## **Abstract**

*The main purpose of this research was to understand the lived experience of women hydro massage therapist in the case of Addis Ababa, particularly in bole and yeka sub cities administration through qualitative phenomenology study design. It was particularly mean to explore the motives, challenges, opportunities of women participating in massage work and the coping mechanism do women's use while facing challenges as a hydro massage therapy. Standing from this objective, the study attempted to answer the basic questions of, what is the overall lived experience of female hydro massage therapist. Specifically what are the driving factors that force females to engage in a hydro massage therapy? What are the major challenges that affect female massage workers? What are the potential opportunities those females enjoys as a hydro massage worker? And what are the coping mechanisms do women use while facing challenges as a hydro massage therapist? Purposive and quota sampling was used for selection of both the interview participant and the relaxation massage houses. Twelve massage houses were selected with quota from two sub cities study area purposively. Likewise through their female massage workers were selected for in-depth interview for the research purposively. One participant quota was given from each massage house. The data collection was done through individual in-depth interview. Interviewee were twelve female aged 20-31 years, who were participating in the hydro massage work more than two years, ranging from 2-5 years. Major themes were identified and analyzed thematically in line with the research questions. The finding from this study revealed that the major motives that drive women's to engage in the hydro massage industry are; social, economical, psychological and global motives like peer pressure, poverty, professionalism and communication technology respectively. On the other hand the study revealed that women hydro massage workers have the following challenges, social challenges(education, health, family, media),Sexual challenge (self sexual feeling, un ethical massage dressing instruction, rape, harassment, unwanted touch),Psychological challenge like, isolation, depression and self blame. The major opportunities are economic benefit, marriage engagement benefit, avoiding personal shyness, etc. Based on the finding of the present study multi sectotal response is needed. Recommendations are to be implemented by the government, Nongovernmental organizations, private hydro massage business house owners, parents and communities.*

## **List of Acronyms and Abbreviation**

|        |  |
|--------|--|
| AAEB   | Addis Ababa Education Bureau               |
| AAWCYB | Addis Ababa Women Children and Youth Bauru |
| AIDS   | Acquired Immune Deficiency Syndrome        |
| AMTA   | American Massage Therapy Association       |
| CAM    | Complementary and Alternative Medicine     |
| CMTC   | California Massage Therapy Council         |
| CSA    | Central Statistic Agency                   |
| HIV    | Human immune Virus                         |
| ILO    | International Labor Organization           |
| TCM    | Traditional Chine's Medicine               |
| UMMC   | University of Maryland Medical Center      |
| UN     | United Nations                             |
| WTO    | World Tourism Organization                 |

## Glossary of Amharic local Terms

- Birr - is the Ethiopian currency bill which is equivalent almost one to twenty four of a dollar.
- Chat - is a local chewed stimulant herb (fresh leaves of *Catha Edulis*) with amphetamine like effect containing cathine, It is mostly used in Ethiopia for social purposes, excitement and dismissing fatigue.
- Chat bet - is a house where *Chat* is sold and often is used also for a make shift *Chat* chewing ceremony.
- Farra - is the opposite of *Arada* which refers to person's backwardness.
- Qibe - is a raw organic butter from grass pastured cows.
- Shisha - is a fresh tobacco leaves mixed with fruit shavings and flavored molasses specially blended for use with a hookah (social smoke). It is inhaled in an oriental tobacco pipe with a long flexible tube connected to a cold water container.
- Tella - is a kind of local beer with alcohol content comparable to an average factory beer or even more.
- Woreda – is the smallest political administrative unit in Addis Ababa (urban neighborhood association).

## CHAPTER ONE: INTRODUCTION

This chapter deals with the background of the study, statement of the problem, central research questions, research objectives, significance of the study, delimitation of the study, organization of the study, and definitions of key terms.

### 1.1. Background of the study

Massage refers to any method of treating the external parts of the human body for remedial, health, hygienic, relaxation or any other reason or purpose, whether by means of pressure on, friction against or stroking, kneading, tapping, pounding, vibrating, rubbing or any other manner of touching external parts of the human body with the hands, or with the aid of any mechanical or electrical apparatus or appliance, with or without supplementary aids such as rubbing alcohol, liniment, antiseptic, oil, powder, cream, ointment or other similar preparations commonly used in this type of business or trade. Massage therapist or practitioner means any person who administers massage to another person in exchange for money (California Massage Therapy Council, 2014).

In Africa so many archeological evidence manifest that massage therapy practiced since ancient time, for the purpose of medication but now a day's many countries around the world including Africa used massage business for an illicit activity due to globalization effect (McLaughlin, 2016). Massage professionals treat clients by using touch to manipulate the soft-tissue and muscles of the body. Massage therapy may be used to relieve pain, rehabilitate injuries, reduce stress, increase relaxation, and enhance the general wellness of clients. Massage professionals work in a variety of settings, including private offices, spas, hospitals, fitness centers and shopping malls. Many African governments have expressed concern over what they perceive as the growing number of massage businesses within their local jurisdictions, in part because they feel they are restricted in their ability to regulate certain massage businesses that utilize only certified individuals (ibid). Illicit trade including sex massage industry have grown sophisticated in forming front companies with complex financial structures spanning numerous countries, blurring their traces so well that they can safely operate in the open. Which means that not only

is illicit trade on the rise, but its interplay with social crisis, conflict, corruption, exploitation is more complex than it has been since the abolition of the Atlantic slave trade (Naim, 2005).

According to WTO (2009) millions of children and women join directly and indirectly in prostitution every year and is so a serious threat for women and children, they are taking economic problem as a factor, lots of children and women are forced to participate in prostitution particularly in developing countries. This implies that sex tourism is expanding rapidly in the world particularly in third world countries including Ethiopia. In addition, Globalization has reduced the ability of women in developing nations to find paid work that offers security and dignity. Corporations prefer female labor over male labor because women are considered to be “docile” workers, who are willing to obey production demands at any price (Maria 2002). Since Ethiopia is part of the developing African nations, it has been affected by hidden sex massage and open sex tourism. Modern illicit activity of massage business is increasing time to time in Ethiopia.

People has got different outlook about massage business. Some said that massage centers is a kind of hidden sexual service place and people are getting confusion the service they get when they schedule a massage session. Some others say massage therapists are people who like to help other people, non-sexually. Their work is just only to relieve muscle pain, relax your nervous system and give you a period of time in which you and your wellness is the focus which is tough to find these days between work, family, fitness and social obligations (Shekut, 2010).

Specifically, Addis Ababa, which is the capital city of Ethiopia, is a place where massage business has been widely practiced. Since the city regulations vary greatly by jurisdiction there is limited data available to identify the number of massage businesses in each local jurisdiction that are providing massage services (Bethelhem,2005). It is difficult to determine what types of massage businesses are increasing in the city, i.e. Hotel massage, family-owned massage, massage schools, physical therapy all of these businesses are permitted to perform some form of massage therapy as part of their scope of practice. Because of the city council only regulates the certificate holder and not the businesses, no one entity can provide accurate information about the nature of massage businesses that the city has though many young girls have actively participated in this highly accelerated business of the city (AAWCYB,2005 ).



Taking such paradox of massage business as granted, this study is intended to look what challenges young girls and women face as a massage workers/therapists by giving a particular focus on their relation with their customers who can be either tourist or local inhabitants. The study also explore how they engage in the business, their opportunity and how do they coup up the challenges they encounter. Such information's are explored exclusively from their real experience as the research design of the study is phenomenology design.

## **1.2 Statement of the problem**

It is not exactly known when and where hydro massage therapy business has started but it has been practiced for long period of time in the history of mankind. Some literatures indicate that it has been exercised since from ancient Egyptian time to the 21st century, but throughout the period, massage has remained a favored means of treatment for pain and other ailments as well as a means to achieve relaxation and wellness. Soldiers during World War I also used it to treat nerve damage and shell shock. And in keeping with other major hospitals of the 1920s and 1930s, St. Thomas's Hospital of London had established a formal department of massage that used for physical therapy (US career Institute,2017).

Likewise, massage therapy had been appeared in our country during ancient time through ancient merchants, but now a day the massage business changed its form and becoming the issue of prostitution and human trafficking (McLaughlin, 2016). However, this new development is not only seen in Ethiopia but it is also existed in the rest world. For instance, Colorado regulatory agency reported that there are numbers of prostitution and human trafficking offense cases linked to massage therapy and its report stated that over the last two years, the Division of Professions and Occupations has dealt with more than 30 cases in Colorado that indicated suspected human trafficking and prostitution cases within the legitimate practice of the massage therapy profession (Brown, 2016).

Although hydro massage has another negative side due to the recent development, it has been still an important topic only for medical researchers. To mention some of these medical researches which were merely done in developed countries, Corbin (2005) done a study on

“Safety and efficacy of massage therapy for patients with cancer”. Billhult& Dahlberg (2001) also studied on “Meaningful relief from suffering experiences of massage in cancer care”. Bell (2008) also study on the topic entitled: “Massage therapy helps to increase range of motion, decrease pain and assist in healing a client with low back pain and sciatica symptoms”. Furthermore, Hillier et al. (2010) studied on “Massage therapy for people with HIV/AIDS”. When we evaluate these research works, almost all of them focused on the health related benefits of massage, and they are failed to focus on the new developments and the social aspect of massage therapy.

Unlike other developed countries, Ethiopian scholars have given little attention to hydro massage therapy. Hence, it is hardly to get ample research on hydro massage therapy in Ethiopia whether it is medical or social researches. The only available local studies that related with massage therapy were Bethlehem’s (2005) and Addis Ababa Women’s, Children’s and Youth Bureau’s (2005) studies. Bethlehem on her study that entitled: “Negotiating social space: sex workers and the social context of sex work in Addis Ababa” divulged that massage service centers are a place of hidden commercial sex. However, her study gives more emphasis on the experience of sex workers in Addis Ababa and she did not treat hydro massage therapy as the main part of her study. The other research conducted by AAWCYB (2005) focused on factors influencing of immigrant culture on women and youth life in Addis Ababa and among its several findings, within a single paragraph it mentioned that massage business houses are a place of illegal (hidden) sex which is performed mostly by high school girls and poor women. To conclude, hydro massage therapy is completely overlooked by Ethiopian academicians and researchers.

Contrary to the above conclusion, however, the researcher noticed that information about massage therapy are available on a few Ethiopian magazines mainly on Muday magazine and Medical magazine. Although the information about massage that disclosed on these magazines are not scientifically supported, it gives some important information mainly on the importance of massage and its operational procedures. Cognizant of the above research gaps, therefore, this study attempts to generate deep understanding on the lived experience of female hydro massage therapists in Addis Ababa city, particularly at *Bole* and *Yeka* sub city Administrations.

### **1.3 Objectives of the study**

#### **1.3.1 General objective**

The general objective of this study is to explore the lived experience of female hydro massage therapists in Addis Ababa city, particularly at *Bole* and *Yeka* sub city Administrations.

#### **1.3.2 Specific objectives**

The specific objectives of this study are:-

- To identify the motivations of female massage therapists to engage in massage work.
- To investigate challenges facing female hydro massage therapists while they do their massage work.
- To identify the potential opportunities benefiting female hydro massage therapists.
- To explore the coping strategies utilized by female hydro massage therapists to deal with their challenges.

### **1.4 Central Research Questions**

1) What is the overall lived experience of female massage therapists at Addis Ababa city?

### **1.5. Significance of the study**

The findings of this research will be important in providing different insights on the driving factors, impacts and challenges of massage workers in Ethiopia and it is, therefore, useful for researchers, students, feminist organizations and academicians who are interested in the investigation of various aspects of massage business and the lived experience of women as massage therapist as a whole.

The facts which is generated from this study will have also great importance for various governmental and nongovernmental organizations and institutions, stake holders, judicial and other concerned decision making organs, Bureau of Culture and Tourism, women, child and youth affairs, Trade and industry office, massage service oriented institutions like, Hotel, club,

spas, resort owners etc. It will be used as an input for them to alleviate the problem and build up the country's good image and sustainable development of the massage and tourism industry.

## **1.6 Scope of the study**

Addis Ababa has a lot of beautiful hotels, bars, restaurants, night clubs, spa centers, and some guest houses with comfortable massage therapists, bedrooms, pensions and shower or washrooms. This situation creates a good opportunity for the expansion of illicit relaxation hydro massage business in the capital and taking this as an advantage the researcher selected Addis Ababa as the study site of this research. Among the capital's sub cities, *Bole* and *Yeka* sub cities were selected as the study sites because many tourists and foreign guests are hosted and served daily on these places. Likewise they are also the first and the third largest sub cities respectively.

As this research focused on identifying the challenges and opportunities female massage workers mainly in relaxation massage; parlors, guest houses, gym and spa and morocco bath rooms were chosen as specific sites of the study. However, other establishments such as clubs, hotels, restaurants and bars were also included in the study. It is logically right to classify massage workers as licensed and non licensed but in our context there is no any formal body who gives license for massage workers. The only thing massage workers approve their profession is by showing a certificate that they get from massage training centers. However, accepting their certificates to judge them as a massage professional is not always a right procedure since some of them have forged certificates. Hence, it is better to group them as high profiled and non-profiled massage workers. For the purpose of getting rich data, therefore, both high profiled and low profiled massage workers were included in this study.

Conceptually, the study is delimited to look the lived experience of women massage therapy in the case of Addis Ababa, at *Bole* and *Yeka* Sub cities. The study is also limited to see only women's experience since most of hydro massage workers are women comparing to their counterpart, men. Specifically, the study is delimited to explore their actual life experience vis-a-vis challenges, opportunities and coping mechanisms that they experience as massage workers. It also covered their driving motives that made them to decide and join the massage work.

Methodologically, it is limited to qualitative method with phenomenology design. As phenomenology study focus on the lived experience of individuals, the data was merely collected through in-depth interview data collection instrument method. Hence, the study has a limitation in crosschecking participants' information by using different qualitative data collection instruments. However, to minimize this limitation, member checking system was utilized.

Finally, the time chosen for the study was convenient from January to June 2017 where the country experienced and hosted more indigenous and foreign tourist flows. More commonly seasons from November to May particularly are peak seasons of tourist flow in Ethiopia. This is due to celebrations of many religious and cultural festivities during these seasons, and the other seasons are low seasons for tourists in Ethiopia. Due to this mere fact the researcher believed that this time frame was more advantageous to dig out the lived experience of women hydro massage therapist while they have many customers. Therefore the researcher had managed to finish this scientific study on this time set.

### **1.7 Organization of the study**

The study report was organized in five chapters. Chapter one provides an introduction of the study including background, statement of the problem, central research question, objective of the study, and significance of the study, scope and definition of key terms. Chapter two deals with the relevant literature review that states about the history and development of massage, the introduction of massage business in Ethiopia, types and ethics of massage, challenging and influencing factors of massage and women's life, plus the motivation of immigrant culture and women. Chapter three deals with research design and methods, which incorporate sources of data, sampling, methods, process of data collection, data analysis, trustworthiness, ethical consideration and limitation of the research. Chapter four focuses on major findings and discussion and the final part, chapter five, states about conclusion, recommendations and implications of the study.

### **1.8 Definitions of Key terms**

Feminism: - is a social and political movement, is about changing the way that people see male and female rights, and campaigning for equal ones. Somebody who follows feminism is called a feminist.

Hidden sex massage- It is an illegal act of a business or practice under the cover of massage business, engaging in sexual activity in exchange of payment, either as money, goods, services or some other benefit secretly.

Hydrotherapy is the external or internal use of water in any of its forms (water, ice, steam) for health promotion or treatment of various diseases with various temperatures, pressure, duration, and site or Hydrotherapy, which involves applying water to the body for therapeutic purposes.

Lived Experience: The term lived experience is used to describe the first-hand accounts and impressions of living as a member of society, a minority or oppressed group.

Massage: refers to any method of treating the external parts of the human body for remedial, health, hygienic, relaxation or any other reason or purpose, whether by means of pressure on, friction against or stroking, kneading, tapping, pounding, vibrating, rubbing or any other manner of touching external parts of the human body with the hands.

Massage Parlor: A place where someone pay to somebody and get massage service or A place where you get a massage. Massage Therapist: means a person who is licensed to practice massage therapy. Massage worker: means a person who is unlicensed to practice massage therapy.

Patriarchy - social organization marked by the supremacy of the father in the clan or family, the legal dependence of wives and children, and the reckoning of descent and inheritance in the male line broadly control by men of a disproportionately large share of power.

Phenomenology: is the study of structures of consciousness as experienced from the first-person point of view. The central structure of an experience is its intentionality, its being directed toward something, as it is an experience of or about some object. Or an approach that concentrates on the study of consciousness and the objects of direct experience.

Pseudo name: false, so they are suggesting that the researcher use a false name that is used to protect the research participant privacy by providing anonymity.

Sex massage: sometimes called erotic massage or sensuous massage ,it is the use of massage techniques by a person on another person's erogenous zones to achieve or enhance their sexual excitation or arousal and to achieve orgasm. And sub city: is an inner city inside Addis Ababa or a political division area under Addis Ababa.

## **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

In this chapter, the researcher analyzed and discussed about the history and development of massage, the introduction of massage therapy business in Ethiopia, types and ethics of massage, motivational and influential factors of massage on women's life, plus the consequence of immigrant culture on women's massage therapy with a particular emphasis of massage therapy. This was done by reviewing some related literatures on the topic of massage which are gathered from books, articles, journals, researches and other relevant materials. Finally, a theoretical concept on the lived experience of female massage therapist discussion was made just to provide a theoretical framework that substantiates the findings and discussion of this research.

### **2.1 The history and development of massage**

The massage practitioner has been referred to as a massage technician or masso therapist. In the past, a male massage practitioner might have been called a masseur (ma-SUR), and a female practitioner a masseuse (ma-SOOS). Today, most professionally trained men and women prefer to be called massage practitioners or massage therapists (Beck, 2010).

The history of massage and the evolution of human touch are intertwined with human history. Since prehistoric time, touch has been an integral part of the primate social system, initially as an element of grooming behavior. During the long transition from primate grooming behavior to human contact systems, touch took on other social characteristics. As human beings evolved to develop organized civilizations, touch was transformed into a variety of behavioral modes and touch methods. Touch became more complex, eventually becoming structured manual art therapies. But before touch was formalized it was first a part of social interactions between friends, between mother and child as well as simply basic healing of one's self and others (Kleen, 1921).

According to (Kleen, 1921) Massage has been a part of larger human context in nearly every culture on Earth. It has been an integral part of a number of aspects of human activity, including religious and healing rituals; healing arts such as midwifery, medicine, nursing hydrotherapy;



athletics, exercise and movement therapy barbering, bone setting, spas and the pleasurable pursuits of sensuality; and in many cultures, daily family life.

The use of massage for healing purposes dates back 4,000 years in Chinese medical literature and continues to be an important part of Traditional Chinese Medicine. A contemporary form of massage, known as Swedish massage, was introduced to the United States in the 1850s. By the end of the 19th century, a significant number of American doctors were practicing this manual technique, and the nation's first massage therapy clinic had opened its doors to the public. In the early 20th century, the rise of technology and prescription drugs began to overshadow massage therapy. For the next several decades, massage remained dormant, with only a few therapists continuing to practice the ancient technique. However, during the 1970s, both the general public and the medical profession began to take notice of alternative medicine and mind body therapies, including Hydro massage therapy (University of Maryland Medical Center, 2017).

The period from 1880 to 1910 was the golden age of massage in America. It is the contention that the golden age of massage in America and around the world was the last 30 years of the 20<sup>th</sup> century. Although massage is as old as humankind, massage began to emerge as an independent and widely used therapeutic modality in the 1950s and 1960s, fully coming into its own in the 1980s and 1990s. During those decades, massage was more widely accepted, recognized, used, developed, marketed and organized than at any other period in its long history. And it continues to develop into the new millennium (Calver, 2002).

As technological society advances, the need for human contact also grows, and massage continues to respond to that need. Massage is increasingly applied in more and diverse venues. Introduction of the massage chair in the 1980s gave new meaning to the phrase have table, will travel. The publicity surrounding the use of massage in sports had a dramatic impact on the popularity of massage. Massage also became further integrated into other forms of therapy, education and spiritual endeavors. Massage schools dramatically increased in quality and numbers. Professional associations and publications proliferated, generating exciting and meaningful avenues of networking, information dissemination and political and cultural involvement never before seen in the field. Regulation of the massage field increased, helping

the business and ethics of massage to become more evident. All of these factors helped to alter significantly the public perception of massage, and the image of massage often connected to prostitution is fading into the background. The field of massage has moved from the fringes of many other human activities to become a world unto its own over the course of a few decades the golden age of massage (Ibid).

Some literature states that an increasing number of new and rediscovered massage techniques were documented and practiced. In particular, massage was used to treat World War I patients who suffered from nerve injury or shell shock. However, massage remained out of the mainstream as a form of treatment for many years. It was perceived as a luxury reserved for the wealthy. Furthermore, its reputation endured another unsavory period with the advent of massage parlors where the practice became associated with the sex trade (Holistic, 2017).

## **2.2 The introduction of relaxation massage in Ethiopia**

There are so many rumors reflected in Ethiopia the way how massage therapy introduce, According to Muday Magazine which was published in September 9, 2006 vol.8 states that, there was a Nigerian government who usually like to employ in his palace Ethiopian beautiful women as a servant, then he trained them how to give a relaxation massage to the governor. When the girls and women's mastered the job very well and finished their contract they came back to Ethiopia and started to give the same massage business service to different foreigners and Ethiopian people indiscrimination of their religion, later on gradually it became a normal business for Ethiopian society (Mudday Megazine, 2006).

The other source also describes as follows, Massage therapy in Ethiopia was introduce by the ancient far east merchant and Ethiopian diplomats, later on it entered in to the Ethiopian emperor palace, and the emperor used massage for the relaxation as well as getting relief from pain, their massage was takes place by using raw butter (qibe), this useful activity later on introduced to the society gradually. Since this time on wards massage is becoming the dominant business sector as well as favorable medication service in Ethiopia (Fana broad casting: the expansion of illegal massage house in Addis Ababa,2017).

### **2.3 Types of Modern massage therapy and body work techniques**

According to (AMTA, 2017) there are nearly 100 different massage and body work techniques. Each technique is uniquely designed to achieve a specific goal. The most common types practiced in the United States and the rest of the world includes: Aromatherapy massage which essentially uses oils from plants and it is massaged into the skin to enhance the healing and relaxing effects of massage. Practitioners believe essential oils have a powerful effect on mood by stimulating two structures deep in the brain known to store emotions and memory.

Craniosacral massage therapists apply gentle pressure to the head and spine to correct imbalances and restore the flow of cerebrospinal fluid in these areas. Whereas Lymphatic massages therapists use light, rhythmic strokes to improve the flow of lymph (colorless fluid that helps fight infection and disease) throughout the body. One of the most popular forms of lymphatic massage, manual lymphatic drainage, focuses on draining excess lymph (American Massage Therapy Association 2017).

Myofascial release therapists use gentle pressure and body positioning to relax and stretch the muscles, fascia (connective tissue), and related structures. Trained physical therapists and massage therapists use this technique. On site massage therapists use a portable chair to deliver brief, upper body massages to fully clothed people in offices and other public place (ibid).

Polarity therapy on the other hand is a kind of therapy which uses a form of energy healing, polarity therapy stimulates and balances the flow of energy within the body to enhance health and wellbeing. However, reflexology therapists use specialized thumb and finger techniques on the hands and feet. Reflexologists believe that these areas contain "reflex points" or direct connections to specific organs and structure, throughout the body (ibid).

Rolfing therapists on their own part apply pressure to the fascia (connective tissue) to stretch it, lengthen it, and make it more flexible. The goal of this technique is to realign the body so that it conserves energy, releases tension, and functions better. Shiatsu therapists are another group of

therapists who apply gentle finger and hand pressure to specific points on the body to relieve pain and enhance the flow of energy (known as *qi*) through the body's energy pathways (called meridians). Shiatsu is widely used in TCM. Sports massage, often used on professional athletes and other active individuals, sports massage can enhance performance and prevent and treat sports-related injuries.

Swedish massage therapists use a variety of strokes and pressure techniques to enhance the flow of blood to the heart, remove waste products from the tissues, stretch ligaments and tendons, and ease physical and emotional tension. Trigger point massage is applied to "trigger points" (tender areas where the muscles have been damaged) to alleviate muscle spasms and pain. Integrative touch therapist uses gentle, non-circulatory techniques; integrative touch was designed to meet the needs of patients who are hospitalized or in hospice care. Compassionate touch combines one-on-one focused attention, intentional touch, and sensitive massage with communication to enhance the quality of life for elderly, ill, or dying patients. Hydrotherapy is the external or internal use of water in any of its forms (water, ice, steam) for health promotion or treatment of various diseases with various temperatures, pressure, duration, and site or Hydrotherapy, which involves applying water to the body for therapeutic as well as relaxation purposes (AMTA, 2017).

## **2.4 Professional Ethics for Massage Practitioners**

Professionalism in massage not only encompasses the application of massage technique to a client but also involves clear communication, managing boundaries, and ethical business practices. Professional standards include educational requirements, scope of practice, state and local regulations, codes of ethics, and standards of practice. Massage professionals engage in therapeutic relationships with clients. A healthy therapeutic relationship requires an understanding and respect for personal and professional boundaries. Personal boundaries provide protection and a sense of self. Each person's set of boundaries is unique depending on life experiences. Professional boundaries are the foundation of an ethical practice. Honoring personal boundaries and maintaining professional boundaries ensure that the therapeutic relationship benefits the client and avoids ethical problems (Beck, 2010).

Ethics is the study of the standards and philosophy of human conduct and is defined as a system or code of morals of an individual person, a group, or a profession. To practice good ethics is to be concerned about the public welfare, the welfare of individual clients, your reputation, and the reputation of the profession you represent. Ethics are moral guidelines that are established by experienced professionals to reduce the incidence and risk of harm or injury in the professional relationship because of an abuse of a position of power. A professional person is one who is engaged in an avocation or occupation requiring some advanced training to gain knowledge and skills. Without ethics there can be no true professionalism (Mario, 1999).

Ethical conduct on the part of the practitioner gives the client confidence in the place of business, the services rendered, and the entire industry. A satisfied client is your best means of advertising, because that person's good recommendation helps you to maintain public confidence and build a sound business following. The e business establishment that becomes known for its professional ethics will stay in business longer than one that makes extravagant claims and false promises or one that is involved in questionable practices. Any discussion of ethical professional practices must include an understanding of boundaries, both personal and professional. Boundaries delineate personal comfort zones, the realm in which people operate with a sense of safety and control. Boundaries also help to screen input about what is appropriate for our personal comfort. Everyone has boundaries that dictate how they act and interact with the world and other people (Beck, 2010).

Boundaries are individual, personal, and usually intangible. There are many kinds of boundaries that we establish and maintain in order to keep a sense of comfort and safety. Some of those boundaries may be classified as physical, emotional, intellectual, and sexual. They act as personal protection. A boundary is like a safety net or force field that surrounds every person. Boundaries are contextual depending on circumstances and relationships. The field shifts depending on the situation (ibid).

## **2. 5 Factors motivating and influencing women life: A special emphasis for hydro massage Therapists**

### **2.5.1 Globalization**

Globalization is meant different things to different people. Its definition spans a wide range of disciplines across societies and the process is usually driven by a combination of economic, socio-cultural, political, technological and biological factors. The term Globalization is a process through which finance, investment, production and marketing are increasingly dominated by firms including banks whose vision and actions are not confined by national borders or national interests. Such firms regularly and continuously review their profit making options on a global basis. Their sphere of decision making is world-wide and they continually re-adjust and change their portfolios of currencies, customers, factories and offices, seeking to move their operations offshore, outside the full scope of national jurisdictions whenever this will boost profits. These global corporate actors have begun to form complex networks of intra-firm relationships and inter-firm alliances built around a hierarchy of technological capabilities, comparative advantage, and production practices (Angela, 1996).

According to Piew (2008) globalization has got a serious impact on women social, economic and cultural life of the society, this process might have a problem to lose the individual as well as the country identity. It mainly affects the productive section of the society because they are basically influenced on their daily movement and activities of there working environment, friends, the availability of internet, and social interactions. He also states that, globalization makes countries open their border to others, since women has got low level of education and economy many developing countries women leads them to involve new trained from abroad, human trafficking and commercial sex work to sustain their life. Similarly, Karadenizli (2002) states that in order to attract foreign capital, the third world countries decrease their legal minimum wage, working standards, and work safety, thus a tighter connection is created between trade liberalization and cheaper labor, which becomes mostly a women's labor force.

According to Abdi (2010), like many parts of the world, Ethiopia has also benefited from global economic interconnectedness. Through migration of talent and brain drain, we have seen a massive movement of Ethiopians across the globe. On the other hand he suggests that globalization has also brought extreme wealth disparity in Ethiopia. The fact that polarization of

population on the political viewpoint undermines proper social policy choices by the ruling elites, the measure have substantially undermined greater popular participation in shaping of the destiny of that nation, Due to such circumstances globalization foster gender discrimination that makes women to be more disadvantageous than men. When we look the gender dimension of globalization, it has an impact on female hydro massage therapists as the recent sex exploitation related cases of massage business is resulted from globalization.

### **2.5.2 Mass Media**

Mass media is the most powerful tool used by the ruling class to manipulate the masses. It shapes and molds opinions and attitudes and defines what is normal and acceptable. Mass media are media forms designed to reach the largest audience possible. They include television, movies, radio, newspapers, magazines, books, records, video games and the internet. Many studies have been conducted in the past century to measure the effects of mass media on the population in order to discover the best techniques to influence it. Mass communication is a necessary tool to insure the functionality of a large democracy; it is also a necessary tool for a dictatorship. It all depends on its usage (Lippmann, 1922).

Controlling mass media means controlling the values, norms and traditions of one own country, Mass media play a magnificent role in changing the attitudes of female and male youth. For example many mass media institutions of music video, famous people personality, wearing style and living standard and others, seriously affect the youth or productive group of the society. Mass media has got a potential to build as well as destroy one's culture and tradition (Ibid). Accordingly, mass media has its own role to lead young girls to join massage business. The different types of mass media are discussed here under.

#### **2.5.2.1 Electronic means of communication**

Unlike the presence of many youth who use electronics means of communication as their back bone for development there are also many electronic Medias which influence many youth and women which leads them to participate in different illicit behaviors. In America since 1994,

murder, biting, rape and other illegal activities are increased from time to time and this activity carried out by the productive youth which is mainly influenced by the broadcasting institutions (Glen,2003).According to Dawursk (2003), America youth watch TV per week 22 hours and other 22 hours also spent by listening music this situation affect their perception and living conditions. This scenario is also visible in Ethiopia though we do not have accurate figure about it. In Ethiopia, different issues including massage therapy are broadcasting on electronic Medias such as TV, radio and social media. Especially in the advertisement program of the Ethiopian television and radio broadcasting agency; and in other private electronic media agencies, it is common to watch the various massage centers that located in Addis Ababa. This advertisement would have an implicit impact on girls and it ultimately influences them to be attracted by the massage business.

### **2.5.2.2 Printing Media**

Printing Medias such as bulletins (magazines), Newspaper, leaflet, etc. are the media which mainly focus on fashion, beauty, opposite sex matters, love, massage therapy etc, and are highly attracted by youth and women's attention. In such kind of printing media there are famous people ways of dressing, hair style, recreational site and personal history this situation motivate many females and youths to imitate there style, this results to have a negative impact on youth and females dressing, thinking, education, health and societal integration (Elizabeth,2001). Likewise, it is quite common to read about a massage on Ethiopian printing Medias especially on magazines. Needless to say, many Ethiopian young girls are attracted by such business while they read the local magazines.

### **2.5.3 Social influence**

#### **2.5.3.1 Family condition**

Each and every society comes from the family, there are different types of families such as educated family, un educated family, poor family, rich family etc. For the success of female's life they need a strong family. Many females are affected by labor work or sometimes illicit activity it is because lack of awareness both side (the parent and the Children's) on their right and duties. Females/Children's/ has got a right to reflect, listen, respect others idea, getting



advice from their families etc. In similar fashion ,parents has got a duty to advise, what is good and what is bad to their children respecting there moral, making them ready to receive their country with a full sense of patriotism. If this is the case then women will work hard to develop their confidence, create smooth relationship with others. They will be very vital for their country and will not also affected by any kind of bad culture which comes up to their door step at day and night. But if both sides are not respect and implement their rights and duties the consequences will be devastating to the person, for the family, for the community as well as for the country at large (Balderu, 2002). In Ethiopia, as many families have little knowledge on the negative side of massage business, they would not give proper direction for their children when they decided to join massage business. Hence, this circumstance would encourage girls to join the business without any reservation.

### **2.5.3.2 Environment Condition**

Women's and youth at their adolescent stage they prefer to be like other influential persons rather than themselves. They also like to imitate any new upcoming practice from their environment and implemented without identifying the pros and cons of each practices (Clacherty, 2003).Our country situation especially in the case of Addis Ababa city, women's participate in different illicit activities. According to Addis Ababa city administration education bureau report (2010), many illicit activities near to schools are highly influenced women's and youth to change their attitude. Some schools are near to market place, when girls comes out from school the business men and others usually push them to visit massage houses, day party houses, chat and shisha houses, video houses etc.

### **2.5.3.3 Curriculum**

According to United Nation report (2002), different countries school boys and girls are affected by different un necessary addictions to avoid such devastating problems and create logical and innovative citizen, curriculum needs to focus on behavioral change in productive youngsters and females too. It also states that many females turn out from schools are increasing time to time and they prefer to participate in a short cut wealth digging activities. One of the short ways to get

income for girls is finding themselves at massage business. However, the Ethiopian school curriculum has still contributed little to protect girls from risky businesses.

#### **2.5.3.4 Peer pressure**

Many women's in Addis Ababa spent more time with their peer groups, due to this mere fact, it is obvious to influence by their peer pressure. Sometimes women are influenced by their friends to participate in hidden income generating activity like, getting employment in sex massage business, hidden prostitution at day party houses etc. There are so many witnessed women who have an experience on commercial sex at massage centers (AAEB, 2011).

#### **2.5.4 Economic influence**

Women's and youth are influenced by unnecessary culture and norm because of their family economic status. Women who came from rich family usually addicted by luxury drugs, while women's who came from low economy status family proffered to isolate themselves from the society and participate any kind of income generation activity weather it is legal or illegal. Lack of job opportunity also lead them to involve any kind of work what they get. This situation lead women to face serious challenge of abuse by their employer as well as by other section the society (Clacherty, 2003). Similarly, many poor Ethiopian girls are taking massage business as a liable alternative to generate income.

### **2.6 Challenges facing Ethiopian women due to immigrant culture, tradition and custom with a particular emphasis of massage therapy**

According to Addis Ababa City administration women, children and youth bureau study (2013), relaxation of hydro massage therapy is categorized under immigrant culture. The bureau defined immigrant culture as a cultural assimilation process by which a person or a group's language and/or culture come to those of another group. This immigrant culture, unlike its positive side, it has also a negative impact on third world countries' societies particularly on females life. The

Bureau also considered massage business as a practice that drifted into Ethiopia as a result of immigrant culture. This business has brought multifaceted problems upon the life of girls and women and the problem ranges from simple isolation from family to sexual exploitation. These problems are listed out and discussed below.

### **2.6.1 Migration**

Migration is defined as a move from one defining area to another or a move of some specified minimum distance that was made during migration interval and that involved a change of residence. There are two types of migrations these are internal migration refers to a move from one area a province, district or municipality to another within one country, and International migration on the other hand is the territorial relocation of people between nation states. There are a number of individual reasons why people temporarily or permanently move from their home country. Migration is essential way for coping with conflict, unemployment, natural disaster or manmade mechanisms for people to try and improve their social standing (ILO, 2010).Correspondingly, when Ethiopian young girls look for massage business, they find Addis Ababa or other Arab countries as their destination, therefore, massage business has its own role for girls in and out migration.

### **2.6.2 Laxness interaction between family and community**

Illicit massage therapy is the modern immigrant practices in third world countries, this situation create laxness interaction with local culture. Productive females are attracted by such kind of work, through time they will addict by the practice. Then totally forget to taking care of their elder parents. Under this circumstance the elders, children's and disabled citizens are mostly affected and this condition would in turn brings a psycho-social problem on women who engage in massage business (Jeffry, 2002).

### **2.6.3 Health Problems**

Health problem is the major social problem in this globalization world, the intensification of this problem is because of the rapid inflow of immigrant culture and practices. Some of those immigrant practices especially in Ethiopia are free and un protected sex, the spread of unlicensed sex massage houses, excessive usage of drugs etc. This leads the productive section of the society particularly women's to suffer on sexual transmitted diseases like HIV/AIDS, Gonorrhea and the like (Ethiopian Public Health Association conference Report, 2006). These immigrant practices particularly massage therapy has exposed girls to practice unsafe sexual intercourse as the nature of the job creates close body touching with their customers. When female massage therapists practice unsafe sexual intercourse, they become more likely to be infected with sexual transmitted diseases including HIV/AIDS. According (Grove, 2002) illegal money seeking activities, leads youth and women's to different health and psychological problems.

#### **2.6.4 Education impact**

Female education is a catch-all term for a complex set of issues and debates surrounding education (primary education, secondary education, tertiary education, and health education in particular). It includes areas of gender equality and access to education, and its connection to the alleviation of poverty (Brent, 2006). According to Addis Ababa City administration women, children and youth bureau (2013.), immigrant cultures and practices affect female education, many girls and women's dropout from their school and preferred to work and generate money in different massage houses, spa center and restaurants this is due to the external influence on their education. According to their study conducted out of 2529 participants 34.7% drop out from schools, out of this 52.8% are female and 41.3% are male. Those students who dropout their school due to economic problem is 41.3% and 15.1% are dropping out due to immigrant culture and practices. Since massage therapy is one of the immigrant cultural practices, it has its own contribution for girls' dropout from school.

#### **2.7 Theoretical Frame work**

This scientific study is exploring the lived experience of female hydro massage therapy and accordingly the researcher conceptualized the issue by having liberal feminist theoretical

perspective. The main view of liberal feminist theory is that all people are created equal by God and deserve equal rights. These types of feminists believe that oppression exists because of the way in which men and women are socialized, which supports patriarchy and keeps men in power positions. Liberal feminists also believe that women have the same mental capacity as their male counterparts and should be given the same opportunities in political, economic and social spheres. Women should have the right to choose, not have their life chosen for them because of their sex. Essentially, women must be like men, unless women's will forced to keep on marginalized them and participate in different illicit activities (Friedan, 1963).

Liberal feminists create and support acts of legislation that remove the barriers for women. These acts of legislation demand equal opportunities and rights for women, including equal access to jobs and equal pay. Liberal feminists believe that removing these barriers directly challenges the ideologies of patriarchy as well as liberates women. These feminists are responsible for many important acts of legislation that have greatly increased the status of women, including reforms in welfare, education and health. Unfortunately, Liberal feminism has been known to only concentrate on the legislation aspect to fight against patriarchy. Many productive women laborers are not fully engaged in formal business sector due to lack of education and job opportunity (De Beauvoir, 1949).

These feminists do argue that, in most cases, hidden massage prostitution is not a conscious and calculated choice. They say that most women who become prostitutes do so because they were forced or coerced by a pimp or by human trafficking or when it is an independent decision, it is generally the result of extreme poverty and lack of opportunity, or of serious underlying problems, such as drug addiction, past trauma (such as child sexual abuse) and other unfortunate circumstances (Newman and White,2012).These feminists point out that women from the lowest socio economic classes, impoverished women, women with a low level of education, women from the most disadvantaged racial and ethnic minorities are over represented in prostitution all over the world (ibid).

To sum up, liberal feminist theory claims that the root cause for women oppression and subordination is the presence of patriarchal attitude. Within patriarchal society, women are

becoming disadvantageous in terms of getting access of job and education. Although women are poor due to lack of job and education in patriarchal nations, they are not supported and encouraged by legal means to ameliorate their overall wellbeing. Given this fact, they have often tried to sustain their life by choosing risky jobs mainly prostitution. By taking into consideration of such assumptions of liberal feminist theory, the researcher inductively related the research output of the study with liberal feminist theory instead of many other feminist theories. To make it more clear, female massage therapists are those who are poor and uneducated. In addition, the very nature of massage therapy business can be regarded as a risky job since it exposes women to practice commercial sex work. Notwithstanding massage business has such negative impact on women; it is not still legally regulated especially in Ethiopian case. Hence, liberal feminist theory is a best suited theory to explain the findings of this study.

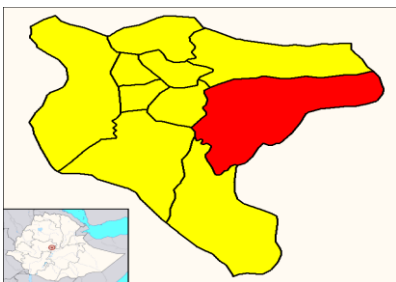
## CHAPTER THREE: RESEARCH METHODOLOGY

In this part of the paper, an outline of the research methodology including description of the study area, the research approach, design, data collection techniques and tools, data compilation, data analysis, trustworthiness, ethical consideration and limitations are discussed briefly below.

### 3.1. Geographic location of the study area

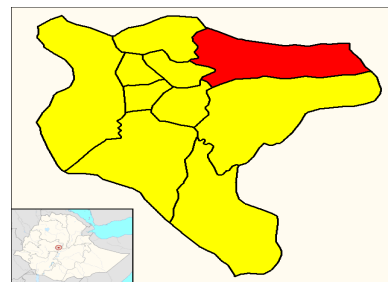
Addis Ababa lies  $9^{\circ}1'48''N$  latitude and  $38^{\circ}44'24''E$  longitude. The city is located at the heart of the country at an altitude ranging from 2,100 meters at *Akaki* in the south to 3,000(9,800 ft) meters at *Entoto* hill in the north. This makes Addis Ababa the third highest city in the world, after La Paz and Quito in Latin America (Bureau of Finance and Economic Development, 2013). The city is divided in to ten sub-cities, in terms of area coverage *Bole* is the largest sub-city followed by *Akaki- Kality* and *Yeka*. *Addis ketema* is the smallest and followed by *Lideta* and *Arada* Sub-cities. The sub-cities are also divided in to *weredas*, which are the smallest administrative unit in the city. There are 116 *weredas* in the city administration. The number of *weredas* varies based on their size. The two sub cities of my study areas are *Bole* and *Yeka*. *Bole* borders with Oromia region, *Kirkose*, *Yeka* and *Akakikality* sub cities whereas *Yeka* district is located in north eastern suburb of the city. It borders with the districts of *Gullele*, *Arada*, *Kirkos* and *Bole* (ibid).

Map 1, Study area



■ Map of Bole sub- city (Addis Ababa)

Map 2, Study area



● Map of Yeka sub-city (Addis Ababa)

### 3.2 Rationale for selecting of the study area

Addis Ababa is a capital city of Ethiopia which experiences and easily adopts a new coming culture from abroad among such culture hydro massage business is the one. This research was conducted in some selected places of Addis Ababa particularly *Bole* and *Yeka* sub cities administration. The rational for selecting these sub cities was that these areas, comparing to other sub cites, are the tourist destination and preference areas and they are also the places where many massage centers are existed.

Broadly speaking, the massage sites can be classified into two in terms of the profile of the massage workers and these are high profiled and lower profiled massage workers. The researcher identified that majority of high profiled massage therapist are working in standardized hotels and massage centers. Whereas low profiled therapists are working in ordinary hotels and massage centers. As the focus of this research invited all groups of massage workers, the researcher tried his best to include both groups of female hydro massage therapists. Accordingly, the researcher collected data from female hydro massage therapists who were working at international hotel, ordinary hotels, clubs, restaurants, massage houses and fitness centers, guest houses, and spa centers. These sites were selected because of many massage workers are highly available in these establishments. Hence, this study covered from top hotels to the slum houses in which women's massage workers are available. The other rationale for selecting this study area was due to the proximity of the researcher to the study sites' culture, language and religion. Such scenario helped the researcher to easily access the participants and then to make fruitful interview with them.

To make it more specific, the researcher travelled to various vicinities within the territory of the two sub cities by considering the numbers of massage centers. In this regard, the researcher travelled to places such as *Bole*, *Kazanichis*, *Hayahulet*, *Chichinyia*, *Megenagna*, *Meri*, *CMC*, *Gerji*, *Sarbet*, *Bisrategebrai*, *Bolebrass*, *summit*, *Safari*, *Gurdsholla*, *Ayat*, *Ferensaylegasiyon*, *Kotebe* and other areas of the capital. These are places in which the above mentioned establishments are located. The researcher also went to other various places of the capital either



continuously or for some days, but the researcher only mentioned here the most important and frequently visited sites.

### **3.3 Research Approach**

This research is designed to investigate the multilayered experience and challenges of female hydro massage workers in Addis Ababa. In line with the objectives, the research questions and nature of the issue under investigation, qualitative method was employed. According to Creswell (2013), qualitative method helps the researcher to dig out, explore, understand and disseminate the views, feelings and experiences of participants from their view point. As this study was mainly focused on the lived experience, exploration and understanding of the perspectives, perceptions, and opinions of women who are involved in hydro massage work; qualitative approach was found as an appropriate method for the study. Practically, this approach helped me a lot to investigate properly the lived experience of female hydro massage therapists; and the researcher also able to look their lived experiences by grouping into four themes which are motivations, challenge, opportunities and coping mechanisms.

### **3.4 Research design**

The researcher used phenomenological research design to explore lived experiences of female hydro massage therapists in Addis Ababa. Concerning the conceptual assumption of phenomenology design, Langdridge (2007) defines it is a research design that aims to focus on people's perceptions of the world in which they live in and what it means to them, a focus on people's lived experience. The author further clarifies that phenomenology concerns with meaning and the way in which meaning arises in experience. Grbich (2007) also states that phenomenology is a research strategy helps us to understand the hidden meanings and essences of human experience. Similarly (Finlay, 2009) states that phenomenological research design aims to provide a rich textured description of lived experience.

The goal of phenomenology design is to capture the lived experiences, to find the meaning that may or may not be known to the person who experienced it and to describe the phenomenon

through the composite description (Bergstrom, 2004). Accordingly, the researcher applied phenomenological research design for this study project due to three major reasons. The first reason is that this study focused on exploring the lived experience of female massage therapists and secondly, it tried to explore their hidden experience. The last but not the least reason is that it attempted to see the experience of female massage therapist from their own insight by their own words.

### **3.5 Sampling Technique**

In this study, purposive sampling was dominantly employed to select the participants and areas of the study. According to Catherine (2006), purposive sampling is important selection of units based on personal judgment rather than randomization, this judgmental sampling is in representative of the population of interest without sampling at random. It is also important to select very small numbers of participants and areas or sites as well. Purposive sampling techniques are vital to get information purposely from the society (Biernack 1981)

Accordingly, the study area, Addis Ababa, was purposively selected partly because of the availability of massage centers and partly because of the researcher is familiar with the study area as the researcher lived in the place for a long time. Within Addis Ababa, *Bole* and *Yeka* sub cities were purposively selected because of the existence of enormous massage houses comparing to other sub cities. Within this two study areas, it included highest star massage service centers (where high profiled massage therapists work) to slum level of massage service centers (where low profiled massage workers exist), due to this mere fact the researcher decided to select different class of massage service centers through quota sampling technique.

Regarding the participants selection, the researcher used both purposive sampling techniques. In this respect, the researcher initially grouped the participants into two (Those who are high profiled massage worker and those who are not). By applying quota sampling technique, the researcher selected both high profiled and low profiled hydro massage houses from top hotels and slum houses respectively. Subsequently, purposive sampling technique was applied to select

participants from the two groups. At this last stage, some inclusion criteria were set to select the participants purposively. These inclusion criteria are:

- Being female
- Having more than two years working experience
- Being regular massage worker
- Having an age greater than 18
- Having an assertive behavior

Concerning the sample size of the participants, 12 female massage workers were interviewed. Although the ideal sample size for phenomenology design is 10 participants, the researcher interviewed 12 participants since the data saturation of this study came to arrive at this number of participants during field work. Purposively Selection of the participants can continued until saturation of data would achieve (Corbin et al, 1990).

### **3.6 Data sources**

The researcher exclusively used primary source as it gives firsthand information and as the study topic only needs primary data. The primary data was collected from the reflection of female massage therapists via interview.

### **3.7 Data Collection Technique**

The main data gathering instrument of this study was in-depth interview and it is discussed as follows;

#### **3.7.1 In-depth interview**

According to Punch (1998), in-depth interview is a research tools that helps us to understand the complex behavior of people without imposing any prior categorization, which might limit the field of inquiry. The author also stated that it is an optimal for collecting data on individuals, personal histories, perspectives and experiences particularly when sensitive topics are being

explored. Based on this merit, therefore, in-depth interview was held with female massage therapists to explore their lived experiences.

The interview guideline was prepared in both in Amharic and English language. However, the interview was conducted with them in Amharic language because it is the common language in the study area. Prior to the interview session, some arrangements were made to find convenient time for interviewees. The massage therapist were busy: some of them needs to meet someone else after knocking off while others were work 16 hours at the massage parlors. To find conducive interview time, the researcher exerted lots of effort and waited them patiently. At the end, the researcher was successfully conducted interview with them. Each interview was held without disturbance and lasted for more than two hours. The issues covered in the in-depth interview session include profile of the participants, motives, challenges, opportunities and coping strategies that they used to coup up their problems. The interview was done by the researcher; and their reflections was captured via audio recorder specifically Samsung Galaxy mobile phone.

### **3.8 Data Collection Procedure**

The data collected procedures included two stages; the first stage is the preparation stage where literature review was undertaken to find out all relevant data to the study. Wherever there are data gaps they were identified and searched for where to get such data. The second stage of data collection was the selected female massage workers were contacted to get their willingness. Afterwards, in depth interviews were held with each of twelve selected massage workers. To reveal each steps, the researcher first requested permission from managers and owners of massage parlors to approach their employees particularly female massage therapists. Before the beginning of data collection, the objective and purpose of the research was brief in detail for the participants and invited to participate in the research. If they were voluntary, they were asked; but if they were not, they would not be asked.

The participants were also contacted to arrange suitable date and time for sharing their experiences. Next to this, the researcher arranged convenient meeting places and other

equipment that are quite necessary for particular data collection technique to be used in collecting data from voluntary participant. The interview place was set up and the seating arrangement was prepared in a way that creates comfortable interaction between the researcher and the interviewee. The seating arrangement was also prepared in the way which allows for eye contact without the confrontational feeling arising from sitting directly opposite the other person. During the initial phase of the interviews, in order to create a normally a relaxed atmosphere, the researcher made introductions and talked about the aims of the research. In order to offer the participants the chance to settle down and relax, the researcher kicked off with an informal talk, easy question which the interviewees and might be expected to have well formulated views.

During the interview, the researcher monitored the progress by identifying the lived experience stated by the participant, understanding of what is being said by the participant, looking for inconsistencies in the position being outlined by the participants, keeping a suitable level of eye contact and gestural expression throughout the interview and make a record using original Samsung galaxy S4 model Mobile.

### **3.9 Method of data analysis**

The phenomenological research data analysis is relayed on information collected from interviewees. Though this method was lengthy and time consuming, its data could be organized categorically and reviewed repeatedly (Agar, 1980). Thus, in accordance with phenomenological research data analysis process, the researcher employed thematic analysis by applying some major steps. First, the audio recorded data were transcribed. The transcribed data was translated from Amharic to English. The researcher repeatedly read the English version of data just to familiar himself with the data. Then, the researcher sorted and arranged the data into different types depending on the sources of the information. After that, the researcher began detailed analysis with a coding process. This involved the process of organizing the material in to chunks before bringing meaning to those chunks. And it involved taking text data in categories and labeling those categories with a term. Consequently, the researcher read again the original data to assure whether the original description was described in the result part correctly or not. Then, the data was interpreted and analyzed. The analyzed data was given back to the participants for member checking purpose. Based on the feedback of the participants, little amendments were

made on the analyzed data. Finally, the data was triangulated with previous studies and existing theories in order to make the result to be more compact.

### **3.10 Trustworthiness**

To ensure the trustworthiness of the study, three major activities were made. First, the researcher used easy and simple language and description to convey the findings. Secondly, the researcher gave back the participant responses to the interviewees just to give them chances to say about whether their responses were properly quoted or not. Finally, the result of the study was inductively related with previous empirical studies and theory so as to enhance the transferability of the study.

### **3. 11 Ethical considerations**

The issue under the study is a sensitive that needs ethical considerations; Ethical consideration is the most important thing in qualitative research design, because the researcher studied a very sensitive issue which needs a great care and ethics (Merriam, 1991). Therefore, the researcher had carefully handled the interview that held with the participants. The research process was begun by asking the good willing of the participants about whether they would agree or not. A lot of effort was made to explain the purpose of the study. The participants were informed as they had full right to discontinue or refuse to participate in the interview. Moreover the participants were informed to be free in expressing their life experience as the information they provided would kept confidential. In order to secure the identity and to protect the confidentiality of the participants, the researcher did not force them to disclose their names during the interview; instead the researcher used code to report the findings of the research. The researcher also encouraged the participant to relax and talk their story at the same time. During this movement the researcher managed to get deep information from each participant with full attention.

### **3.12 Limitation of the study**

This study project is not free from any limitation rather it has some limitations. To begin with, there was lack of feminist and academic researchers conducted in the area of my particular study. Absence of related document source from the internet, absence of well-organized document data about the particular study area from the government body was a big challenge. It was difficult to find the recent secondary sources of the study because of this gap some of the review literatures were backed with past researches and the discussion part of the study became loose and shallow.

Moreover, due to the clandestine nature of women massage workers and hidden prostitution, there was a problem of accessing the required information on time. The other limitation was that the researcher got difficulty to get interview time with them as their customer are regularly visited them. So the researcher waited them until they finished their task and knocking off time. As it's very sensitive and very personal and due to our cultural barrier, some of the informants were hiding issues of sex massage, so the researcher invested a great effort to investigate their hidden sex massage practices.

The issue which was investigated needs much budget to discover detailed facts and complicated issues on massage therapist. Hence, shortage of budget was the other limitations since the researcher is a self-sponsored regular student. But the researcher tried to manage this problem by getting money from other sources. The other limitation the researcher was facing during the field work was that some of massage parlors were ignoring the Bahir Dar University's letter which gives the authorization of the researcher to contact the female massage therapists because this business is very sensitive and the owners had fear of bad things would happen on their firms.

## CHAPTER FOUR: FINDING AND DISCUSSION

This chapter attempts to focus on the finding and discussion parts of the study. It presents the view and feeling of female massage therapists about their lived experiences as massage workers.

### 4.1 Finding

The research findings are presented in to five main sections. The first part shows the profile of the female massage workers, the second part presents the driving force of women to engage in a hydro massage work. The third part outlined the challenge that female hydro massage therapists face. The fourth part contains the opportunity that female hydro massage workers enjoy while they are doing their job; whereas the fifth part outlined their coping strategy that they used to resolve their problems.

#### 4.1.1 Background profile of the participant

Table 1: The Study participant profile

| <b>Participants</b> | <b>Age</b> | <b>Education</b> | <b>Experience</b>       | <b>Religion</b> | <b>Marital Status</b> | <b>Massage certification</b> | <b>Massage house license condition</b> |
|---------------------|------------|------------------|-------------------------|-----------------|-----------------------|------------------------------|--|
| Participant 1       | 23         | Grade-10+1       | 3-years                 | orthodox        | single                | certified                    | licensed                               |
| Participant 2       | 25         | Grade-10+2       | 2-years                 | orthodox        | single                | un certified                 | no license                             |
| Participant 3       | 20         | Grade-10         | 1-years                 | protestant      | single                | un certified                 | no license                             |
| Participant 4       | 28         | Grade- 9         | 5-years                 | Muslim          | single                | un certified                 | no license                             |
| Participant 5       | 31         | Grade_9          | 4-years                 | orthodox        | single                | un certified                 | licensed                               |
| Participant 6       | 24         | Grade-10         | 3-years                 | Muslim          | single                | un certified                 | licensed                               |
| Participant 7       | 30         | Grade-10+1       | 3 <sup>1/2</sup> -years | orthodox        | married               | certified                    | no license                             |



|                |    |            |          |            |        |              |            |
|----------------|----|------------|----------|------------|--------|--------------|------------|
| Participant 8  | 24 | Grade-10   | 3-years  | orthodox   | single | un certified | no license |
| Participant 9  | 23 | Grade-10+1 | 2-years  | orthodox   | single | un certified | licensed   |
| Participant 10 | 22 | Grade-10   | 2-years  | orthodox   | single | un certified | licensed   |
| Participant 11 | 23 | Grade-12   | 2 ½-year | protestant | single | certified    | licensed   |
| Participant 12 | 24 | Grade-12+4 | 3-year   | orthodox   | single | certified    | licensed   |

The above table shows that all massage workers were found between the age of 20-31, which implies they are very hot and productive age group of the society. This as whole tells us that it is a young female who mostly decided to engage in a relaxation hydro massage therapy activity. The table also indicates that most of the massage workers were single women. This leads to the fact that being single is very essential and comfortable to workers to do their job freely without anyone control. As per the above table, many of the hydro massage workers were predominantly orthodox but protestant and Islam religion followers were also engaged in the massage work though their numbers was low. Again from the table we can observe that the participants had a working experience from two to five years. This is happened because of two reasons; the first one is that working in the massage house would give them a chance to have initial capital to start their own business. Once they established their own business venture, they would no longer stay on it. The second reason is that since many massage houses are practicing illicit activities, like sex massage, the owners want to sustain their business and increase their number of customers by replacing their message massage workers with new, young and fresh girls.

The researcher purposely select Bole and Yeka sub cities sudy area, because they are the largest and plenty massage houses establishment areas as they compared with the rest sub cities. From these sub cities the researcher selects 12 massage houses and 12 participants purposively. Technically 7 massage house quota was given to Bole and 5 massage houses quota was given to yeka sub city, this happens because of their area coverage and the concentration of massage

houses in both sub cities. Again 4 quota was given for high profiled (licensed) massage house to bole and 3 quota given for high profiled (licensed) massage house to yeka. At the same time 3 quota was given for low profiled (unlicensed) massage house to bole and 2 quota was given low profiled (unlicensed) massage houses to yeka. Then the researcher select from each massage establishment one participant, totally 12 participants was selected purposively through the inclusion criteria of age, education, experience, religion, marital status, and massage training certificate.

As we also understand from the above table only three massage workers had massage training certificate and they were working in the legal and certified massage parlor. The rest of the participants were not certified but they had worked on both licensed and unlicensed massage parlors. Generally, the profile of the participant tell us the hydro massage therapists are young, single, different religion followers, secondary school or above educated female group.

#### **4.1.2 Motivation factors for women to engage in hydro massage work**

In this part the main reasons that motivate female hydro massage workers to engage in massage business in both legal and illegal massage houses are discussed. There are various pull and push factors in which women were influenced to engage in massage work and for some in a hidden sex massage life. As participants clearly stated that they had a lot of reasons which forced them to engage in legal or illegal massage house work.

I talked to twelve participants to know the main motives of massage work. When I asked them about what forces or attract them to engage in massage work, they told me as they had varied reasons for their engagement. For instance, some of them considered massage work as like any other formal ordinary job, while for others it was a way of earning additional income. The reasons why they decided to engage in massage work seem to be varied greatly. According to the information I collected during in-depth-interviews, five different major reasons were identified which include social reasons, economic reasons, psychological reasons and globalization of fast communication and information technology. These themes were discussed evidently as follows;

##### **4.1.2.1 Social motivation**

Based on the finding of the study, social motivation was identified as a one factor that enforces women to engage in massage work. The manifestation of social motivational factor was varied from area to area as well as from participant to participant. It mainly depends on the needs, interests and problems of women encountered before and during their engagement of massage work. In this regard, an attempt has been made to outline sub themes of the most important social motivations that influence them to involve in massage work. These sub themes are related with peer pressure, hidden prostitution, family relation, education factor and environmental motivational factor. These issues are unequivocally presented below as:

#### **4.1.2.1.1 Peer pressure**

The study found out that peer influence is one of the social motivational factors in which many females were forced to engage in massage work. This form of pulling to massage work is powerful that attract a lot of females to drift into the industry of massage work. Peer influence was common and strong particularly between close and intimate partners as well as relatives or folks. It was also powerful between families, workmates, neighbors and class mates. As the above categorized parts of the society would have a very close intimacy with female, there is the tendency of attracting and convincing other females on the activity whom they are engaged in. In this regard, a participant whose age was twenty eight years noted that;

I came from very poor family. I don't know my father. My mother is the only responsible women who raised me and two siblings selling fire wood collecting it from entoto mountain every day, When I started my secondary school at entotoamba, I meet a boy his name is Bekele(Pseudo name) at grade 9. He worked as a taxi conductor on his spare time, in fact most of the time he was absent in the class. As he was very active and very communicable with his teachers, they don't consider his absence in class. Sometimes he came to school for test or to look for a nice girl. Unconditionally, he approached me and usually seat with me, at break time he used to buy me Biscuits, donat, tea etc. from the student café which was in the school compound. Just gradually I started loving him, one day he asked me to walk with him during lunch time nearby, I accepted him. Then always lunch we went a place called "chat and shissha house" after two minute walk from the school. On the first day I was confused observing school teenage girl in the mentioned

house and started acquainted the environment. He slowly started to gives me one leaf of chatt with sugar to test, I did it, he repeated another round, and then I accepted after some time and become addicted women of chatt and shisha in the house. Through time I drop from the school and get employed at that chatt house, my mother, sisters and brothers get a bit relief because I usually goes home with better cash and the family's life gets better. After one year chatt and shisha selling experience around Shiro Meda, I managed to get very modern chatt house attendant at Bole with good salary and tips. In this house high ranked government official, business people and project developers are the main customers. Most of these customers liked me a lot. Among the customers, there was one man who frequently nagged me to have sex with him, but I had no time for him as I was so busy by my work and as I got better salary and tips. I also never wanted to disappoint my employee as having sex partner with customers was forbidden act according the rule of the house. One day this man told me that he got a nice job for me in which they would pay me better salary than I earned on that shisha and chat house. He also informed me as the job was massage work and as he already arranged people who showed me how I do the job. At last, I accepted his proposal and got employment in the modern and latest massage house which is a high class Massage house. Since I joined this business, I failed to control my sexual feeling with my customers and have started practicing hidden sex massage inside the parlor. I could say that I am here because of my school mate influence as he was the initial person who determines my fate (Participant 4).

The above narration of the participants tell us that how she drop out from school and engage first in shisha and chatt house later on in to in a hidden sex massage business. She also outlined that she entered in to this business because of her school mate's influence.

Participant 6, twenty Four years old massage worker, who had similar experience of engagement in massage business work said:

*I had a classmate when I was at school. We grew up in the same area and had also very tight relationship. We learnt in the same class and helped each other. We did assignments and group works together. We never separated in the school and performed well in class. One day, she told me about the importance of massage therapy and its work benefit too. She finally persuaded me how good it is. Subsequently, she invited me to work with her at*

*one of the massage parlor institution where she is working. Due to this circumstance, I started the business. I never had any training before but she thought me on how to do massage when there is no customer in her work place. Now, I get deep inside on the business and become a well experienced massage worker. Once I engage in massage work I cannot stop it because the money that I earn from the business is always attractive ((Participant 6).*

The above participants reflected that she entered into massage business through peer influence. During the research, I also came across many massage workers who were attracted to be a massage therapy through the direct or indirect influence of their friends. Since female massage therapists wear attractive and expensive clothes, shoes and jewelry, they commonly influence others to develop a desire to join the business. For instance, one participant explained this scenario as:

*Before I start this job I used to work as a street prostitution later on one of my friends who used to work with me in the prostitution life disappeared for some time and one day she came where I was. At that time, I saw her dressed expensive and very attractive cloths, jewelry and shoes. I remembered she also gave me a lot of money. She also informed me that she started working in the massage parlor and her life got better. After I took some days of thinking I decided to enter in this life with her. She was indeed unwilling on my engagement but I entered to the business since I was attracted by her dressings and decorations (Participant 5).*

All in all, from the above participants' reflections, we can understand that peer influence on one's owned belief, thought, outlook, thinking, understanding and position is not as simple as we expect. It has a strong power to change some one's thinking and understanding which forced someone to accept others own idea and thought. Hence, peer influence is one of the causes that reinforce women to engage in massage work.

#### **4.1.2.1.2 Considering Best place for hidden prostitution**

The other motivational factor that leads women to engage in massage work is that they consider it as a favorable place to practice hidden prostitution because massage houses are usually located

in calm areas where few people are available. Many customers who visited these areas are well-respected and married rich people. Due to such mere fact many women preferred to engage a hidden commercial sex work at such place. The following participant's experience shows us how massage houses are best place for running a hidden commercial sex:

Immediately I finished my school, I was thinking to help my parent. And, I asked myself what type of job should I do to solve the economical shortcoming of my family? We are living in shabby rental house which coast us 1000 birr per month. Our level of poverty increased from time to time. I wanted to be a street prostitution but when I am thinking my neighborhoods, school mates and friends of my mother and father, I decided to forget the idea. One day I wake up in the morning and started walking on the bole street to look for a job by TK building, I never had a taxi transport, so I was using my foot, after long distance walk, I was tired and started to use the short cut road through residential houses. On my way, I managed to see more than seven massage houses and their billboard were showing a naked beautiful women massaging a naked handsome boy. When I look around a lot of small cars were parked. I had some information about massage in the movie, when I was at school one of my schoolmates brought a sex massage movie and watched it with my friends. I started to think how my little sisters and mothers live a miserable life and then I decided to work in this business just to get money for my family. I was convinced since the area is a hidden place and nobody knows me around and I even decided to do a hidden sex massage. After my decision, I entered in the villa house, which attracted me the poster and asking if they offer me a job in their parlor. After long personal conversation I agreed with the business owners to start work by the next day. I never had massage experience but their intention is beauty and young female, they convinced me to teach how I give massage to the customer. From that time up to now I am a successful sex massage worker in the legal massage parlor. Taking the advantage of the location, there are also many women from Addis working sex business in the massage house without letting their families to know (Participant 10).

From the above participant story we can understand the location and the advertisement posters of massage houses are not only motivating the customer to practice illicit activity but also it play a significant role to attract innocent Addis Ababa young girls to participate in the hidden sex

massage business industry. Similarly, another participant expressed her idea in the following manner:

*All in all massage therapy business is the best job in this planet for me. The major challenge I am facing while I am doing this job is the social taboo of the job. Due to such mere fact still I am not telling to my parents what I am doing, I am cheating them as if I am doing other job. This massage house is located in the hidden area, and far from where my families resides, so nobody can see and informed what I am doing to my parent. Honestly speaking in this massage house hidden sexual activities is performed. The strategic location of the massage house makes easy for Students, teenagers, strict family controlled boys, married women and men, divorced men, widows and black and white foreigners do what they want to do because they are frequent customers of mine... (Participant 6).*

Participant 2 is currently working as a K.G teacher at one one of the private schools during day time and working at one of the middle class massage house at night regularly. She is the fourth children in her family and she has diploma (10+2) in teaching from kotebe University College. She started working in the massage house since 2016. She expressed her experience by her own words as follows;

*On the other hand if I decided to work as prostitution there might be a probability to catch by one of my school bosses or any staff member then it will have negative consequence upon my teaching job. Due to this reason, I decided to participate in a hidden prostitution life. The massage house I am working is theoretically in health care massage house but practically hidden sex massage houses. If the government has strong controlling systems of the schools, it would have paid us well and I, therefore, might not do this job ... (Participant 2)*

The above story tells us that, the placement of massage house in the pocket area than in front of the street is a deliberate act because many customers as well as workers are enjoy on its strategic location that helps to achieve their sexual and emotional feeling rather than health oriented service. As a conclusion, many massage houses in Addis particularly in bole and yeka sub cities were located in places which are decent, opposite to the street, and absence of pedestrian around. These strategic ways of opening business would increase the participation of productive young

women into illegal sex massage activity without the knowhow of their relatives as well as the responsible bodies.

#### **4.1.2.1.3 Family relation**

The study participant revealed that some member of the family forced their children to work outside whatever they like and the main intention of the families was to make them to bring money for the family's survival. One of the participants narrated her experience on how she was influenced by her family as follows;

*After I finished my schooling, I never had a job. My parents were forced me to work anything outside so that I will bring some amount of money that will going to sort out some problems of our home. I remembered that one day my father was invited to drink coffee by our neighborhood, after he finished his invitation, he came back to home and, shouted at me to go out and work like others rather than simply eating and drinking the family's consumable goods. Both my mother and my father had not their own they wanted money from me. In this way, they pushed me out and I then started café business as waitress. However, the money that I got from this business did not satisfy the need of my family. Consequently, I shifted my job to massage work so as to generate more money (participant 6).*

Within a similar phenomenon, the following participant told us that her parents were not giving her a room to rest at home, especially her father usually drinks and come at night and shouting each and every member of the family with unethical languages. She expressed the situation on her words as:

*My families are very poor. My father is growing old and working as a security guard in one of private restaurant, my two elder brothers are left home since I was a school girl. Since that time on we never know where they are, I have also two young sisters at home, my mother is selling rape, tomato, onion etc. on the street. Since they earned meager income, they were unable to feed the member of the family in a right manner. This condition was further exacerbated by my father mal behavior as he was addicted with alcohol. When my father is off day, he drinks a lot and disturb the family as well as the community, he likes shouting and insulting everyone at home. Sometimes I cried a lot. He*



*is not giving enough money to my mother; he only pays house rent, the rest is covered by my mother in fact his salary is not beyond the house rent fee. At day time my father spent around home, he usually get tips of money from the restaurant customers and easily get intoxicated and shouted me to go outside and work and help them. When I finished my schooling I was thinking to help my parent on the spot. Initially, I wanted to be a street prostitution but when I am thinking my neighborhoods, school mates and friends of my mother and father, I decided to forget the idea... I had some information about massage in the movie, I started to think my little sisters, mothers too, initially I decided to work in this business and get money to my family. I was convinced to do sexual work at massage houses since these houses are hidden place and nobody knows me around (participant 10).*

Based on the result of the study, there are also some sections of family group who are motivating women to work directly in the massage parlor. The following participant stated on how her husband plays a significant role for her participation in the massage industry as:

*My husband is working in the massage and spa center as a barber. After I finished my schooling I used to work in the restaurant. One day my husband told me that the massage therapists have gotten lots of money through commission as well as tips, and he insisted me that if I work as a massage therapist our life would get better. Since the issue was coming from my husband I agreed on it. Then, I attained six month massage training at night side by side with my restaurant work. After I were graduated, he immediately got me a hydro massage therapy job in a sister company where he is working. I never had any sexual frustration because my husband knows the house rules and regulation very well. It is nice house since no massage worker is allowed to have sex with a customer. If they find doing such act they will immediately fire us without any reservation (Participant 7).*

Generally, from the above participants' experience we can understand that there are many women who are motivated to engage in the massage industry either positively or negatively by their family members. Positively means by considering massage business as a legal health service center; whereas negatively means just forcing them to join the business without considering the adverse impact that come out from it.

#### 4.1.2.1.4 Education factor

The study outlined that many participants who engage in hydro massage therapy business had low education status. The female hydro massage therapists work this job because they never had a chance to continue their education in the college as well as in the technical and vocational training center. Some were even not finished high school level, they drop out from school and participate in the illicit sex massage industry without analyzing the consequence of their practice, this usually happens due to lack of education. As we understand from the previous reflection given by participant 4, the schools and education centers are not serious in handling student at class. Due to such fact, many teenagers dropout school and preferred to participate in income generation works that mainly include massage work. The participant 4 was joined the business after she was taken by her school mate to chat and shisha house. We remembered that how this incident dramatically shifted her way of life and finally led her to join massage business. From her experience, we

can noticed that, the reluctance of schools administrators as well as teachers finally end up with her educational drop out. Likewise, participant 3, a twenty years old young woman said:

*I grow up with a dream of flying without wing and counting lots of money. After I finished high school, I realized that those dreams would never be achieved since I failed to be promoted to grade 11. Afterwards, I desperately look for a job that needs no academic qualification. Meanwhile, I saw a vacancy of salon and spa center, I went there to register for a job and met the Abebe (pseudo name), the man who would become my boss. He scheduled an interview for the following week and I stopped looking any other vacancy in the meantime. The day of our meeting, I wore a miniskirt and looking beautiful, and met him in the spa. He asked me whether I had any experience working at a salon and I genuinely answered that I did not. "That is fine and you can start it by being a receptionist": he said. He also asked me: "Are your parent's okay with this business?" I replied him "Yes". Then, he hired me after we had some discussion on my salary. If I have another chance to continue my education I want to fulfill my inherent dream but once I finished grade 10, the possibility to continue further education was tarnished. I suggested that the government should change such kind of education policy (Participant 3).*

The educational related problem is not only affected female school girls but it is also affected the female teachers. For instance, a female teacher who is working at a massage parlor in a part time bases noted her experience as:

*Right now, I am a kindergarten teacher at a day time but I am also working in massage houses at night regularly. You know! I have two kids but my salary paid from the school is not enough to take care of my children, I required additional income to grow up my children and for that reason I participated in sex massage work. Most of my workmates at school are not satisfied with their payment and working conditions because our education status is low our payment is low as well. I noticed so far many teachers leave their job and engage in different business activities (Participant 2).*

From the above experiences we can understand that, the reluctance of school administration on controlling the student attendance and their environment, absence of further educational opportunity for those who are finished grade 10 and uncomfortable condition for teachers at schools were the motivating factors that leads woman to in a relaxation massage business.

#### **4.1.2.1.5 Environment condition**

Young girls and women's are easily influenced by social environment. As we all know our communities give high respect for an individual who generates money and supports his/her family member. We can even see some communities who encourage people to go abroad and work to generate lots of money instead of working in Ethiopia. The following participant narrated how the existing social environment motivated her to go Arab countries and finally led her to enter into massage work as;

*The environment or the community, where I grew up, has respected women when they are especially going outside the country by considering that they will help the family. Such norm motivated me to go out of Ethiopia and work in Arab countries. Unfortunately, I never had a chance to make money instead facing enormous challenges. My Arab employer refused me to give my salary. I realized that I was working day and night for nothing. Then, I decided to escape from that house before they kill me. One day, I went off from the house. Since I went there illegally, the street police caught me and threw me into prison place. While I was in prison; I had suffered a lot and got nervous for some*

*time. Later on, they deported me for Addis Ababa. After my arrival, I never had friends, money and other necessary things that secure my life. I was not interested to go back to my families because they are poor and at the same time they expect some money from me. Since I was a hopeless woman I used sex business as a means to generate money for my daily food, make ups and dressings. Since that time on, I have worked in various hotels, night clubs, streets, guest houses as a commercial sex worker and now I work at massage house (Participant 8).*

It is also important to raise here the reflection of the participant 4 since she was influenced by the environment wherein she grew up. Around her school, there were shisha and chat house and broadly speaking in Addis Ababa there are many massage houses. Therefore, we should not be wonder about her engagement on chat, shisha and massage business since all these things are available on the environment where she lives in. ,

From the above stories, one can understand that the environment is a one driving factor that forces young and adult women to enter into the massage business. Some of them engaged through addiction of substances like chat and shisha. Some others were joined the business due to the fear of the prevailing social taboo in which returnee women were discouraged to rejoin their family without having sufficient money.

#### **4.1.2.2 Economic motives**

According to the interviewed massage worker, economical problem is the main reason for young and adult women to get involved in massage work. Under the immerging them of economic motives, the following sub themes are organized and discussed these are, Poverty, Unemployment, Short-cut wealth interest and considering massage work as a normal job for a living.

##### **4.1.2.2.1 Poverty**

According to information's the researcher received from in-depth-interviews of massage workers poverty is one of the main driving factor that forced many females to engage in massage business in Ethiopia. They engage in this business to gain their daily meal and shelter particularly for extremely poorer females. As female massage workers stated in the interview the poorest women

particularly with no other alternatives for daily food and drink took prostitution and a hidden sex massage houses as a means of survival. Many females engaged in massage work to escape economic hardships and live better life. When the researcher go through deep conversation with participant 4,She outlined the following and I switch on my recorder and began to record the response :

*It is difficult to survive in Ethiopia particularly today. Living is becoming worse and worse through time in our country. Living cost is increasing from time to time. You can't get the same price in the morning and afternoon. The price of goods and items increases from time to time. House rents are becoming as high as before. Everything is on the move and increase from time to time. To resist these price increments you need to have equivalent income. If you have nothing how can you survive? You need to have food, shelter, closing and others. You should arrange something for your survival. No one can assist you these days even your mother okay! ...I for example have no any alternative other than in the illicit massage work. I have grown up in a very poor condition with poor diets and facilities. I dropped school at grade nine. I have no any other skills to be employed and work. The only chance that I had was to be a house maid or a sex massage worker. And I preferred the second one and engaged in sex massage work. I took it to fulfill basic necessities for my life and also helping my families too. I think this is not only my case but probably the case of others as well (Participant 4).*

Another participant also explained that the cost for living in Ethiopia is increasing. There is high rate of increment on the price of goods, items and products used for consumption. To resist this high rate of living standard, women's of middle and lower income should increase their own income in relation to the living cost of the country. But if they failed to do so, they should find a solution for financial shortages.

*My father passed away and all the burden of sustaining the family was put on my mother's shoulders only. But she did not manage to feed and take care of all five family members. As I am the oldest daughter I had to help my mom and started selling tela and other alcoholic drinks in our home. Life went on in this way for about two years.*

*However through time life became challenging and it was more and more difficult to survive. Then I dropped my education and I moved from hawassa to work in Addis Ababa to assist my family. I stayed in the house of my uncle for two months and began to work in a hotel as a janitor. I was paid six hundred Birr per month and I sent my monthly income home to my family. After eight month working and supporting my family in this way I decided to change and began to involve in sex work. later on started working in massage house, When the customers need sex in the massage room, i can give them successfully and get better income apart from our commission. Now I earned much more and could send much more money than before. Also my own life improved with the bigger income: I rented a house for two thousand five hundred birr per month, I am able to dress in expensive, fashionable and comfortable modern clothes and I wear good shoes. My family is living a better life now: two of my brothers and one of my sisters are going to better schools. As a sex massage worker I earn better money than before. My clients are mostly foreigners. But my relatives have no any idea about what I am actually doing. They don't know what I am really doing in Addis Ababa. They think that I earn that much money working in a foreign company. Therefore with no choice to beat poverty I decided to engage in this business. If we had enough wealth at home you couldn't get me here (Participant 5).*

From the above case, one can understand that poverty is one driving factor that forced many females to participate in sex work, and sex massage houses even if it is not their interest to engage in this kind of business. The following interview stated that financial shortages is a big deal

*I am working in one private institution at day time, at the same time I am working in massage houses at night permanently, you know I have two kids but my salary paid from the institution is not enough to take care of my children, I required additional income to grow up my younger siblings for that reason I participated in sex massage work. I received money and some form of gift from various customers and used it to lead my own family daily life. I used this form of gifts and incomes to support my salary gained from my day time job. It is an additional form of gaining income to my life. If I get what I need*

*I couldn't be a sex massage worker. It is my poorness that forced me to do a job what I don't need to do. Poverty is enslaving us and compels us to be shameless (Participant 2).*

From the above participant we can understand that, poverty push them to involve in massage houses even if they know the massage houses are practicing a hidden sex massage. The participant also told to the researcher that today massage therapy work is saving females from dependency and it is also one means of survival for many females and lots of people behind them.

#### **4.1.2.2.2 Unemployment**

Unemployment or joblessness is another reason for more females to enter in to legal and illegal massage business houses. As the rate of unemployment increases through time the number of females who joined the life of massage houses also rises up. The rate of self employment is also minimal in Ethiopia mainly in the sphere of educated people. Educated intellectuals and uneducated ones search for employment to get job. Everyone needs to get employment for economical, mental and psychological satisfaction.

*...After I finished high school,I was desperately needed a summer job for unqualified minor job. One day I saw a vacancy of salon and spa center, I went to register for a job and meet Abebe (pseudo name), the man who would become my boss after some time I realize lately that I am working a company intended to work illegal sex massage, my moral was down, I never want to tell to my parent, during that time they were looking for my support badly due to this mere fact I keep on working in the sex massage industry meanwhile there vacancy as well as their license was for salon and spa (participant 3).*

Participant 10 also affirmed the situation in similar manner like participant 3 as follows:

*One day I wake up in the morning and started walking on the bole street to look for a job. I was in need of any job as long as I earn money. I never had a taxi transport money, I was using my foot, after long distance walk, I was tired. I started to use a short cut road through residential houses. After I went through I managed to see more than seven massage houses on my way. The places are decent and quite area; there massage board is showing a naked beautiful girl massaging a naked handsome boy. When I look around*

*a lot of small cars are parked start think about me. I decided to work in this business and get money to my family, and then I did it (Participant 10).*

The following participant strengthens unemployment rate leads young and productive female number of worker in the massage house increases.

*Particularly a woman without job or any income has no any opportunity other than this illegal massage house work. Surprisingly today many graduated students from colleges and universities are also flocking to involve in this massage business. I have two graduate friends working in massage house. This is resulted from unemployment. Either educated or not all are jobless. There are lack of job opportunities and job creations in Ethiopia (Participant 9).*

Therefore, this growing rate of unemployment in the country leads a lot of productive female to participate in legitimate and unlawful massage tasks. For many females, becoming relaxation hydro massage parlor therapist whether they are trained or not, is taken just like a normal and favorite task. It is perceived as one way of self employment.

#### **4.1.2.2.3 Short Cut Wealth Fascination**

According to the data I obtained from in-depth- interview some participants told to the researcher that, they engaged in massage therapy business because of short cut benefit.

*I started massage therapy as my regular job because it is very good type of job that helps to get rich in a short cut way. I usually heard that, in massage house the majority customers are rich people who enjoy money well and treat massage workers positively (Participant 5).*

Interviewee 6 also explained her experience as follows:

*Before I start to work in this industry I had enough information about how working in the massage house is important for making money. Now I am getting better money than the money I used to get from other jobs, I am working with commission when I am working*



*with one person I will get 25% benefit. One degree holder friend of mine is getting employment 2008 birr per month but myself minimum I'm getting six customer wit in a day, we are charging for morocco massage 300 birr. I will earn 75 birr per customer from six customers which mean 450 birr per day, when we multiply it in a month 13,500 birr, the difference is visible. Apart from that there are also tips given by the customers and other incentives too. All in all massage therapy business is the best job in this planet for me (Participant 6).*

Participant 5 and Participant 6 experience also strengthened by participant 9 as follows:

*Even if there are so many challenges being a massage worker, if we are serious and save money every day for our future, we can easily leave this work and will open our own business in town soon. There are so many friends of mine changing their life using massage therapy as their initial capital generation... (Participant 9).*

Other interviewees also stated their experience as follow:

*I was motivated to start to work as a relaxation massage therapy, through different advertisements on massage business and many friends of mine in exile also used to tell me about the importance of massage business, in terms of job availability and good commission benefit all over the world. Due to this mere fact, I started to work here since the last three years as a massage therapist (Participant 1).*

In general from the above participant, I understood that the massage parlor whether it is legal or illegal therapist motivated to work due to fair benefit condition of the work. Almost all participants are working through commission. This system of earning money leads them to have a lot of money within a short period of time. I also noticed from one participant that, this form of business is accelerated not only in Ethiopia but also all over the world.

#### **4.1.2.2.4 View of Habitual Exertion**

Relaxation massage therapists are becoming a therapist because of getting employment in any government or non government organization and to give a normal therapy service that enables them to earn money for a living, just like any other income generation work. With regard to this the following participant explained her experience as follows:-

*Today hotels and relaxation resorts are increasing from time to time in our country. I was considering that most of the time relaxation massage therapy service is found inside modern hotels and restaurants, and I was thinking that if I study and have certificate on the massage therapy, my probability of getting job will be high, I had other course training opportunities but I compared all types of trainings with its benefit and decided to trained massage therapy to get employment immediately and earn money for a living (participant 11).*

From participant 11, the researcher understood that massage therapy is considered as the best profession like other profession. It also helps the professionals to get employment immediately, and considered best way of profession to earn income for a living. Such kind of perception motivating women's to engage in massage profession. Participant 7 strengthen this idea as follows:-

*One day my husband told me that, the massage therapists where he is working as a barber man knew them getting lots of money through commission as well as tips. If I work as a massage therapist like them our life might get better. Since the issue was comes from my husband I agreed... After I graduated immediately he got me a hydro relaxation massage therapist job at a sister company where he is working. I agreed to work through commission; I never had any sexual frustration because my husband knows the house rules and regulation very well (Participant 7).*

Participant 7,outlined that she is motivated by her husband information about the massage work benefit condition, due to such mere fact, she decided to study the science later on got employed and earn better money for their living. All in all we can conclude that there are women's who are interested to study massage therapy by considering it as one legal job that helps to generate money for living.

#### **4.1.2.4 Psychological motivations**

Besides other motivational factors, psychological factors are enforced and motivated females to engage in massage work. These factors vary from area to area and from one massage worker to another. According the finding of this study, psychologically women's are motivated in two ways, these are psychological influence of good professional ethics and psychological influence of un professional ethics. Both themes are discussed as follows:-

##### **4.1.2.4.1 Good professional ethics**

Good massage professional ethics influenced females psychology to participate in the massage industry due to their self confidence and having positive attitude towards the job.

##### ***Self confidence***

As this study finding reveled that some females are joined this business considering the good professional ethics of the massage business, at the same time having confidence to respect those ethical standards. The following participant explained her experience as follows:-

*Initially when I am thinking to participate in massage therapy profession I had self confidence to protect myself from any unnecessary ethical default. I knew there are also massaging rules and regulations. During my study I have learned about the massage therapy professional ethics, and there are a touch and communication boundary ethics between the massage therapists and the customers. Such kind of professional ethics in line with my self confidence motivated me to engage in this profession (Participant 11).*

##### ***Having positive attitude at work***

The following participant revealed that, she had positive attitude for work particularly for spa and salon, she look things on positive side but such kind of perception took her and get employed using fake vacancy a place called illegal sex massage house. Participant 3 continues her experience as follows:-

*One day I saw a vacancy of salon and spa center, usually I see things positively, I went to register for a job and meet them, They scheduled an interview for the following week and I stopped looking any other vacancy in the meantime. The day of our meeting I wore a fitting skirt and looking beautiful, and meet them in the spa. They asked me if I had any experience working at a salon and I answered honestly that I did not, that is fine, they said, you can start with reception and work up. Lastly they said are your parent's okay with this? Yes, I replied then I am hired... I realize lately that I am working a company intended to work illegal sex massage, my moral was down (Participant 3).*

Based on the above experience, we can understand that having very good ethics to massage profession is motivating females to the industry, the researcher also managed to discover self confidence is vital in massage business industry. On the other hand being positive to our environment is taking some participants in the massage industry.

#### **4.1.2.4.1 Unprofessionalism**

The majority of the study participants are influenced their psychology by unprofessional ethics of massage houses, some of these unprofessional ethics are discussed below.

##### ***Advertisement posters***

The participants outlined that the massage advertising posters are motivating the sex feeling of anybody at the same time easily telling a place of hidden sex massage in the house. There for such kind of act driving young and energetic females in to the illegal sex massage houses. Participant 10 telling us her psychological experience as follows:-

*After I go through I managed to see more than seven massage houses in such decent and quite area, there massage board is showing a naked beautiful female massaging a naked handsome boy. Honestly speaking the poster attracted me a lot, and I have seen it long time, nobody was around and watching me, When I look around a lot of small cars are parked, I start to think about me... After my decision I enter in the villa house, which attract me the poster, and asked the owners if they offer me a job in their parlor, After*

*long personal conversation I agreed with the business owners to start massage work on the next day (Participant 10).*

The above participant outlined that massage advertising posters inside the residential pocket roads are a deliberate act of communication between the massage business owners and the sex massage users. In addition, participant 8 also strengthened participant 10 idea as follow:

*I even never had knowledge about massage; one day my customer hired me to have sex with him overnight, and he took me a hotel where he rent a room. We lifted up 3<sup>rd</sup> floor As we approaching to the room I have seen very big poster young naked man holding a young naked girl, I was drinking, my sexual feeling got high I asked my customer to have sex before we take a shower, he agreed, later on I asked him about the poster, he told me that, the hotel gives massage service 24 hour and he told me how they work and how they are expensive for short time sex too. Then, after some time thinking I joined massage business. If I did not see the poster I could not discover the secrete of sex massage (Participant 8).*

### ***Lack of self confidence***

The following participant telling us involving in the illegal sex massage houses as if they don't have confidence to do other jobs.

*I lost all confidence I had, because I knew that I am not going to get better job. I dropout my school, then I decided to change and began to involve in sex work, now you found me here in the illegal commercial sex house mean while it is health care massage house (Participant 5).*

Participant 3 also telling us her experience as follows:-

*I grow up with a dream of flying without wing and counting lots of money .After I finished high school, I realized that those dreams would never be achieved and that I desperately needed a summer job for unqualified minor job....finally got employed un knowingly in massage house (Participant 3).*

From the above participants we realize that female's engagement of unprofessional massage houses are due to lack of self confidence to do other jobs in many ways.

#### **4.2.1.4 Globalization**

Now world is seems like a small village due to the advancement of fast communication technology, this results many advantages for a country like Ethiopia. At the same time it also comes up with unwanted immigrant cultures that harm in most cases the disfavored group of our society like females and other section of the society. This study revealed that globalization drives women to engage in legal and illegal massage houses. Under this major theme of finding, the following sub teams are organized and discussed below.

##### **4.2.1.4.1 Modernization**

The study revealed that, the majority young females believed that working in the massage house is the modern way of leading their life, Participant 1 outlined her experience as follows:-

*Some friend of mine in abroad used to tell me the advantage of joining massage business and therapist demand in all over the world. Due to this mere fact, I convinced to myself working in the massage house is a smart and modern person choice. I started to work here since the last three years, as a massage therapist (Participant 1).*

Similarly participants 9 strengthen the issue through her experience as follows:-

*I like following fashions, reading magazines, appreciating designers, film actors etc. I used to like loitering around Bole. I used to see many massage houses in Bole and some modern areas in Addis. I was thought that I am a modern and classic girl, one day I went in the massage house to get massage service at the same time to check how massage mean? So that when this issue comes up with my friends I will not called villager (Fara) by my colleagues. When I inter, I meet a young and beautiful reception that I knew her before....she drug me to engage in this business (Participant 9).*

##### **4.2.1.4.2 Mass media**

It is obvious that mass Medias play a great role in changing or diverting the attitudes of the society. Some participants explained their experience, how media influenced them to engage in the massage industry:-

*I like reading famous fashion designers history from different magazine. When some magazines interviewed celebrities where they preferred to spent their spare time? The majority foreign designers, film actors and actress mentioned that spending in relaxation massage service centers are their primary choice. Similarly this trained also adopted by our country artists. I remember some time back, a well known Ethiopian traditional music singer interviewed in the ETV live show; she was replied that 'getting morocco massage was her extreme pleasure". This thing makes me to be eager and to involve in the massage industry (Participant 9).*

From the above participant we can understand that, famous peoples idea, experience, in the TV show or in other magazines influenced young and productive women to engage in the industry. Participant 6 also strengthen the idea as follows:-

*Before I start to work in this massage industry I had enough information about how it is important to make money from a true Amharic story book called "YE WESIB TIKUSAT" (Participant 6).*

Similarly, Participant 2 also outlined her experience:

*I required additional income to grow up my younger siblings for that reason I participated in sex massage work because I had general information about massage houses secret through Ethiopian television broadcast (Participant 2).*

In general from the above participant the researcher understood that mass media, whether it is in the form of published or live streaming or broadcasting can have a power to motivate females to engage in the massage industry.

#### **4.2.1.4.3 Communication Technology**

According to the study participants, Communication technology is a dominant influential machine in urban young and productive female's life in our country. Using modern internet applications are there day today practices. Participants 1 explain her experience as follows:-

*I was motivated to start to work as a relaxation hydro massage therapy because I used to see different advertisement on massage business and I used to like browsing about massage work and its importance, then I easily managed to communicate through face book with friends who are in South Africa. This was happened because of Internet technology and mobile communications opportunity on the wealthy, wonderful city lifestyle for us. They used to tell me the importance of massage business, in terms of job security and other personal benefit due to this mere fact, I joined massage therapist life (Participant 1).*

The above participant told us, using facebook and other internet browser application she managed to know about massage therapy and its importance. At the same time using this communication technology helped her to get information about the massage industry in South Africa, later on she engaged in the industry. With in similar fashion Participant 12 also outlined her experience as follows:-

*I like browsing internet every day, When I get a single time I used it browsing facebook, instagram, twitter, imo, whatsapp, YouTube, those are my favorite browser applications. When my sisters who lives in abroad tells me to study massage therapy science, initially I was not interested. One day I started browsing and reading about massage, ohhh... my God! I liked it. I keep on browsing you tube about how massage therapists doing their job, incentives, job opportunities, it was wonderful to me. I can say the job opportunity and the classy nature of its job highly encouraged me to keep on studying the science. It also speeds up my decision more than 80% of my sisters push (Participant 12).*

From the above participant the researcher understood that, the internet browsing hobby and availability of communication technology leads many youngster females to determine their life. Participant 10 also outlined the following experience, how different movies loaded in to the mobil put in her mind first impression in massage business when she was at school.



*I had some information about massage in the movie, when I was at school one of our classmate boys brought a sex massage movie in his phone and watched it with my friends. That impression has also its own contributed for today's job of mine (Participant 10).*

All in all these study revealed that communication technology highly influenced urban females to engage in deferent legal and illegal massage service oriented houses.

#### **4.1.3 Challenges faced by females hydro massage therapist**

Female massage workers faced many diversified complicated challenges through their work. They encountered many hardships during their massage work. Here below the researcher stated the finding of the study on the challenges of females encountered troubles while they are doing their massage work. The researcher conducted that there are many problems and challenges that encountered them during their engagement in massage business service. In this part the researcher identified the major obstacles or challenges, which come from different angles and corners, encountered massage workers during their engagement in massage work. They faced a lot of physical, social, moral and psychological damages.

##### **4.1.3.1 Social Challenge**

###### **4.1.3.1.1 Being considered as a prostitute by the society.**

Many people considered that massage house workers are prostitutes. According to the large number of the participant, this was the major fault reflected by the society. In this regard, the following interview explained her experience as follows:-

*The major challenge, I can say, some massage users generalize all massage services and need to exercise illicit behavior (sex massage), because they considered women massage workers are prostitutes. I usually keep their secret and try to convince the customers about the rules and the regulation of our massage house. But sometimes it became beyond my level and I called the manager and the security guard for help. The massage houses have no excuse to such kind of customers (Participant 7).*

Participant 1 also told me that, the similar challenge that she is experiencing by the society

*The major challenge that I faced while I'm doing this job was the general miss understanding of the society. Many people believed that I am working as prostitution; meanwhile, the fact is not the case (Participant 1).*

Some sections of the society prefer to accept the information which comes indirectly without investigating whether it is true or not. The following participant outlined her experience painfully, how many people are blaming others without tangible information. She explained as follows:-

*I used to love this job a lot, but the purpose and benefit of massage work is not clearly known by the society. Rather they generalize that all massage workers are prostitute. The main manifestation of this is, when the customer comes to the massage room, many of them request me to have sex with them. When I knocked off from the work place, some guys whom they know my work ask me to spent overnight with them; such sick mentality of the people makes me to hate the job (Participant 11).*

From the above participants the researcher understood that, large portion of the society in Addis Ababa without differentiating massage therapists, who perform their task with professional ethics and those who perform unprofessionally considered all of them as a sex massage workers.

#### **4.1.3.1.2 Expansion of illegal sex massages houses**

According to the study participant's responses, the expansion of illegal sex massage houses in the city is a serious challenge for legal massage therapists. The following participant who is hired and working in a legally licensed massage meanwhile their practical work is illegal sex massage. She told us her experience as follows:-

*Some business people, without having the concept of massage therapy, they are competing to open massage houses on cover face, meanwhile working a hidden prostitution. That is why now in the city beautiful prostitutes migrate from the clubs, bars, hotels, streets and preferred to work in the massage houses. This situation might narrow our job opportunity (Participant 5).*

The other participant who works in the licensed at the same time very well disciplined massage house which committed to give a real relaxation of health care massage explained her experience as follows:-

*I am working in the legal massage house, but the majority customers asking me to have sex as normal. This shows that, the customers had sex experience in the other massage house. Today in Addis illegal massage houses are expanding in a high speed, this situation drives out the legal massage houses at the same time legal and professional therapists from the market (Participant 11).*

#### **4.1.3.1.3 Insufficient educational background**

Many unlicensed massage practitioners in Addis respond that they have no more than a high school education. Their limited education corresponded with limited English proficiency with their foreign massage customers.

#### ***Language barriers***

Interviewees most frequently mentioned language as a key barrier to perform their task. Most of the unlicensed and licensed massage practitioners were Ethiopians, who knew just enough Amharic to communicate with clients. In this regard the following participants responded their experience as follows:-

*Many Chinese immigrants who came here couldn't speak Amharic even English, in such cases it was very difficult to communicate with them. Sometimes if they were not coming with their friends who speak English, not only us but also the receptionist returned them back because of communication barriers (Participant 1).*

Participant 4 also outlined and strengthen participant 1 experience as follows:-

*Like Ethiopian customers, we have also many foreign customers who came from south Africa, Nigeria, America, china Europe etc. many of them speak English, they thought that I knew English but I don't know English very well because I dropped my school from grade 9, at the same time I was very poor student too, this situation sometimes embarrassing me (Participant 4).*

Participant 10 also strengthen the above participant as follows:-

*I have serious communication problem with white clients, sometimes the white people feel shy to ask some other service with gesture expression. If I was active in English communication I would have gotten a lot of benefit from them (Participant 10).*

#### ***Lack of massage therapy training certificate***

Some unlicensed massage therapist frustrated because they don't have the educational qualification that allowed them to perform their massage work i.e. certificate in massage. The following participant explains her experience as follows:-

*The challenge I was facing while I was doing this job is work qualification certificate. I wanted to work in very big massage houses but I don't have massage training certificate, and I also get frustrate when I am think ink, the government officials come to us and inspect us. Always I have this frustration (Participant 8).*

Participant 5 also outlined her experiance on the similar regard as follows:-

*I am not a well educated person; I stopped from grade 9 (secondary school). Therefore, I realized that my skill and knowledge is not enough to find massage training certificate as well as a good and permanent job. This situation sometimes deprived my happiness (Participant 5).*

From the above participants the researcher understood that massage therapists are facing communication barrier because of their education problem. If they would have known the customers language very well, they would have getting better benefits from foreigners as well. The researcher also noticed that some customers went back due to language barrier instead of getting the service what they were looking for. Uncertified massage practioners also facing serious challenge because of their insufficient education background.

#### **4.1.3.1.4 Laxness relation with parent and friends**

According to the data obtained during the study, participants explained the challenge they face from their parents and friends because of disrespecting their massage work. The following participants explained their experience on the matter.

*My boyfriend used to quarrel with me and he wanted to cut our relationship because of my massage work. I love him, but he didn't understand me well, he used to think about my work was not right on the ground. I suffered a lot to convince my parents, my boy friend as well as the community outlook (Participant 1).*

Participant 6 also explain how her parents are going to quarrel with her if she tells them what she is doing:-

*The major challenge I am facing while I am doing this job is the social taboo about this job. Due to such mere fact still I am not telling to my parents what I am doing, I am cheating them as if I am doing other job. This massage house is located in the hidden area, and far from where my families resides, nobody can see and informed what I am doing to my parent (Participant 6).*

#### **4.1.3.1.5 Health challenge**

The findings of in this study revealed that massage workers have many challenges. According to the participant who involved in the in-depth interview of this study, massage work is now expanding in our country particularly in Addis Ababa and it has many health impacts on massage therapists.

#### ***HIV/AIDS, Skin problematic and other related disease***

Participant 4 was working in the illegal massage house as a massage therapist, explained the challenge of massage work as follows:

*The other challenge I am scaring is that, this job has got high risk of getting sick on HIV/AIDS and other skin contracting diseases (Participant 4).*

The other interviewee Explained her health challenge as follows in a strong way:-

*Illegal Sex massage work has challenges on massage sex workers. It has health and moral impacts. I faced susceptibility of various types of sexually transmitted diseases such as HIV/ AIDS, syphilis, fistula and other diseases. Some customers also forced us to commit unethical and uncommon sex practices. Such kinds of sex practices are uncommon in our culture and lead females to various kinds of diseases. For example there was an Arab guest in our massage house who forced the massage worker to have anal and oral sex. One day one of the massage workers left out from massaging him angrily and with sorrow face. I asked her what she encountered inside and she replied me that 'he is not a good man; you know he asked me anal sex in which I even hate to listen'. Massage sex work also causes transmission of different types of skin diseases from one to another. This is because there are many people who have skin problems. It causes infection of womb and unwanted pregnancy (Participant 10).*

It is also good to outline Participant 8 experience:

*Since our massage house is located in the slam area and the price of our massage is very low as we compare from others, we faced so many hygiene problematic customers all the time. I was caught skin transmitted diseases which is called kuakucha (Contagion), but I took immediate medical treatment from skin doctor and getting well (Participant 8).*

### ***Safety***

The safety of massage workers is also at risk, there is no any legal way and regulation that helps massage workers to protect them from skin transmitted diseases. This is major challenge of massage workers on their daily life and engagement. One participant whom interviewed about massage work safety explained as follows:-

*I always concerned about the hygiene problem in this house. Windows of the massage rooms are not on the side of fresh air ventilation. Sometimes suffocation is happening in the room while I am doing my job. Due to carless attitude of the janitors, sometimes I*

*used materials that are not clean. This condition of the house sometimes risks our safety (Participant 4).*

Participant 7 also explained her experience about the absence of Addis Ababa health Bureau inspection of the massage house left the safety of massage industry in a risky condition.

*I have never seen my employer's legal massage service certificate. In addition I have never seen any government official has come and inspect us since I have joined this massage house. This makes the business owners become a bit carless on everyday sanitation (Participant 7).*

The above challenge that explained by participants are almost the challenge of all participant who works in the legal as well as illegal massage houses.

#### **4.1.3.1.6 Lack of public sensitization**

According to the data obtained during the study, female massage therapists explained that the absence of media coverage and lack of public understanding about the benefit of relaxation massage therapy highly affect their work. Relaxation massage work procedure discomfort some massage practitioners. Some of the interviewee explained their idea as follows:

*There is a very big misunderstanding of Ethiopian people about the relaxation of massage science and its enormous advantage. This misunderstanding is noticed on the business owners, the massage users, the massage therapists as well as by large numbers of the society. This is the result of having un aware citizen, un ethical business men, therapists and customers who doesn't know massage therapy mean. It is very sad. The business is expanding with in a high speed, however there is nothing seen on sensitization given to the public using different communication technology. This situation hurt me as individual massage therapist (Participant 11).*

The above participant experience was supported by participant 7 as follows:-

*When I was learning, I know that massage helps to cure more than 300 diseases. But many people's do not know this advantage very well and not considering us a health practitioners rather they disrespecting and considering me as a sex agents... If it is possible I strongly advise the government and other concerned bodies to change the misunderstanding and hasty generalization of massage workers (Participant 7).*

Likewise the above participant, the following interviewee also shared her experiences:

*The governments need to do more for the legality of the work and to create awareness on the importance of massage. The government is a responsible body to create awareness to the general public in diverting and protecting the current misperception of massage business and massage practitioners too (Participant 1).*

This scientific study revealed that, awareness creation about the massage business and the ethics of massage therapists are not addressed to the general public. This resulted enormous challenges on massage workers. And the researcher also noticed that the government is reluctant on this big and accelerated industry.

#### **4.1.3.2 Sexual Challenges**

This study finding revealed that massage therapists faced different sexual challenges caused by practitioner's sexual challenges, institutional sexual challenges and client sexual challenges. These are clearly states by the participants as follows:-

##### **4.1.3.2.1 Practitioners sexual arousal**

Massage practitioners sexual arousal is just a sexual feeling experienced by females massage therapist while they are doing their job. The following participant explained her sexual feeling challenge, while she was on duty as follows:-

*According to the rule of the massage house I should wear a short white panty (bikini) with burst-holder (brassieres) while massaging the customer. Once while I was massaging my customer in this way his body was getting hot and hot, mine too. Finally we made very nice and unforgettable sex, since that day when I massage my customers*



*my interest of sex becomes high and the customers also know this, finally we end up having quick sex (Participant 4).*

Similarly the following participant also strengthened this by sharing her experience as follows:-

*When we see the emotional feeling of the service during contact time, it's obvious that it is easy to get rise of our sexual feeling since we are human being. However, some can easily control such kind of feeling mine is a hell to bring down it. There are different kind of customers I face all the time, some need only the service of massage for the sake of their health well being. Even if their sexual feeling get high during the service this customers can control their feeling and go back to their normal life with a great respect. But my interest of sex get high and never get it due to my job frustration because if I ask the customer to have quick sex with me, the customer may refuse and complain and I may get fired (Participant 5).*

From the above participants the researcher understood that, when women massage workers are giving massage service to a naked man in the massage room their sexual interest is getting high. If the customer doesn't show interest to have sex with them they will keep on doing their job with high challenge of sexual feeling.

#### **4.1.3.2.2 Institutional sexual challenge**

According to the data obtained during the study, women massage therapists explained that some massage houses instruct the women massage therapists to perform their task with unethical and unprofessional work cloths only bikini and brassiere. This situation exposed women massage workers to different sexual challenges. The following participants explain their experience as follows:

*Almost 95% of my customers want sex with me. From this statistics approximately 90% are married and having children and wife at home. In fact I don't blame them because I have very nice body structure and I am also instructed by the massage house owners to do my task only wearing bikini and brassiere i.e. underwear. These raised the customers sexual feeling and enforce them to have sex with me. At the same time it also exposes me*

*for different violence when I refused a customer who I am not interested to have sex with (Participant 4).*

Participant 3 is a 20 years old young girl; she was cheated and gets employed by the massage owner on convincing her that, she is going to work in his salon and spa center as a receptionist. Later on he exposed her in to the illegal sex massage house without her intension. She also explained her experience as follows:-

*A man walks in and requested me to massage him. I told him that I am not trained to do so. But he said to me don't worry it's okay; I will show you what to do. In the middle of our conversation my boss, came and told me that I should took him to the massage room and massage him. He added he is our respected customer you have to pleased him if you want your job. I started thinking about my family. They were happy when I told them I got a job. So I took him. My boss told me that to wear a white underwear and brassiere for a massage. I was very confused and he was shouting, nearby in the compound nobody is around. I did what he said, I started touching the customer body, he started showing me his business card, unfortunately I was keeping quite when the customer undress my panty and did what he want (Participant 3).*

The massage professional wearing ethics was violated by many licensed and unlicensed massage houses. This institutional problem is created female hydro massage therapist to disrespect by the customers as well as the public. Participant 10 explained her experience as follows:-

*When I took the massage course there was a good standard of dressing ethics, when a women massaging a customer. It is recommended to wear pajamas during massage time and white gown in the stuff. But in this very big hotel and massage facilities, instead of being a role model for others, the massage house ethics is providing massage to the customer must be with in swimming pool cloth, bikini and brassiere, this leads us to be undermined by the customers as well as by the public (Participant 12).*

During this research, the researcher learned that professional relaxation massage females dressing right are violated by the employer institutions. This happened only for the benefit of the institution. Due to such self centered motive, massage institutions exposed female massage practitioners for different sexual challenges.

#### **4.1.3.2.3 Client sexual challenge**

In some cases customers discuss and talk openly with the massage workers in the massage parlor. Even if there are communication ethics boundary between massage therapist and the client the researcher noticed from the participant experience that nobody respect the ethical communication boundary. This unlimited communication with the customer leads massage therapists to different sexual violence.

#### ***Rape***

The following participant is single. She is living with her family. She is working as a massage therapist at one of low level illegal sex massage parlor. She explained how she was raped and remained in the illegal sex massage house as follows:-

*I was forced to give the “reputable” customer massage, I have no option, I started touching the customer body, he showed me his business card, he was a famous merchant. Unfortunately I was keeping quite when the customer undressed me and did what he want. I realize lately that I am working for a company intended to work illegal sex massage, my moral was down, I have never told it to my parents (Participant 3).*

#### ***Un-wanted sex request Argument.***

According to the finding of this study the researcher understood that women faced a serious challenge on sex request from the customers. The researcher also understood the pain of legal massage workers to keep their anger inside rather than shouting back because of their work security.

*Some massage users generalize all massage services as sex agents and wants to exercise illicit behavior. I usually lost many energy to keep their awful secrete, and try to convince*

*them about the rules and the regulation of our massage house. Sometimes it became beyond my level and calls the manager as well as the security guard too (Participant 7).*

The following participant strengthens the above experience as follows:-

*When the customer comes in the massage room, many of them request me to have sex with them; I get upset and keep quiet. When I knocked off from the work place, some guys who know my work ask me to spend overnight with them; such sick mentality of the people makes me to hate the job (Participant 11).*

### ***Harassment***

Massage workers faced sexual harassment mainly by the customers. This study revealed that this is happening because of the extreme freedom nature of massage room. Both are expressing their idea freely inside the massage room without anybody intervention. The following participant explains her experience as follows:-

*I personally do sex massage, the problem I experience all the time is sex payment negotiation. If some customer unable to pay the required amount, they prefer to harass me in different ways. They want to get kiss, or touch my private body part, etc. During this time I usually quarrel with them. When the owner asks the customer about the problem, they usually tell them that I don't do my job very well (Participant 6).*

According to the finding of this study, the researcher learned that females legal or illegal massage practitioners are facing different kind of sexual challenge, that generate from the females themselves, by the employer as well as by their customers.

#### **4.1.3.3 Challenges of women to their mind and feeling**

During my field work the researcher found that many massage workers are socially stigmatized and neglected. They are mistreated and disrespected by the society. Therefore, they need good psychological and moral treatments from customers and the society as a whole. According to the finding, the challenges are classified in to the following sub themes. These are, Isolation, Depression and Self blame.

#### **4.1.3.3.1 Isolation**

According to my participant the legal massage therapist and illegal massage workers are experiencing this challenge because of different reasons. Participant 1 is a 23 years old, she works in one of the four star hotel legal massage house, she explained as follows:-

*Many people believe that I am working as a prostitution meanwhile the fact is not the case. Due to this misunderstanding the community isolates me and miss treats me. My boyfriend also used to quarrel with me and he wanted to cut our relationship, I love him, but he didn't understand me well, because his thought about my work was not right on the ground (Participant 1).*

Participant 12 is a 24 years old women, she is working in the legal massage house meanwhile she participate in the illegal sex massage, she outlined her experience as follows:-

*Even my earlier friends who know my current work show me less respect than the previous they could, so instead of being disrespected by my friends I preferred to be lonely (Participant 12).*

#### **4.1.3.3.2 Depression**

The research interviewee also revealed that depression is the other challenge women facing while they are executing their task. Participant 3 was desperate in job, thus she ended up hired by the institution seems like salon and spa but the real job inside is illegal sex massage house through cheating, now she is depressed and look her down, her experience explained by herself as follows;-

*I had big dream, unfortunately my poverty pushed me to involve in the illegal sex massage house. When I think my friends who did well, always I regret on my decision. Now my moral is down and depressed, I'm not in a position for further education (participant 3).*

So the researcher realized from this study that, young women's are isolating themselves from the general public because, one they get cheated and diverted from their way of life and in other way they neglected and disrespected by the general public, and this end up with getting depressed.

#### **4.1.3.3.3 Self -blame (Neglect)**

It is common to see some participants blaming themselves for being a massage therapist, Participant 11 is a 23 years old, young matured girl, she explained her experience as follows:-

*It is very sad to see that the business is expanding with in a high speed, without any public awareness., Nothing is seen that sensitization is given to the public in different communication technology. This situation hurts me as individual massage therapist and blaming myself how I chose to lead my life in this profession (Participant 11).*

Participant 10 was also explained about her serious challenge and at the same time how it put a serious unexpressed feeling on her mind.

*The major challenge I face while I do this job is the social taboo of the job. Due to this mere fact still I don't tell to my parents about my profession. I am cheating them as I am doing other job, lying my parents disturb me each and every day, I usually blame myself for cheating my mother (Participant 6).*

All in all, the researcher learned that female's relaxation massage therapists are faced so many psychological challenges. The researcher also learned that, the majority of the therapists psychological challenges are caused by the mistreatment and misunderstanding of massage science by the general public.

#### **4.1.4 The potential opportunities of women that enjoy being a hydro massage therapist.**

The researcher found out from this study that, there are many challenges are faced being females are massage therapist whether it is legal or illegal. Likewise Almost all massage therapists are agreed up on the benefit of massage work. The researcher classified the benefits of females that

enjoy being a relaxation massage therapist in to three major themes. These are economic, social and psychological benefits which are explained below.

#### **4.1.4.1 Economic Benefit**

The engagement females in massage work whether it is legal or illegal it is mainly benefited them economically. Females engaged in massage work it is common for them to earn better income than ever could. Many massage therapists are working in commission; apart from this they also get gifts and other belongings from customers. Under economic benefit the researcher classified the following sub themes.

##### **4.1.4.1.1 Employment opportunity**

According to my finding, all participants are enjoyed on the employment opportunity offered by the massage owners. Participant 3 is working in the illegal massage house in Addis Ababa. She told us the job opportunity of massage industry benefit as follows:

*I have only diploma in teaching, I never had massage therapy certificate. Even the employers were not asking me any massage training paper, and they had their own criteria. It was very easy for me to get employment opportunity in this massage house (Participant 3).*

Participant 4 also told as the common practice of massage houses.

*A person that I knew told me that, he got better job in the massage house for me, whom pays me better salary than I earning now. He added that, they will show you how to do the job. I accepted and got employed in the modern and latest massage house (high class Massage house).Now a days if you know someone who has a relation with massage owners whether you have certificate or not you can get employment opportunity (Participant 4).*

Participant 7 was working in the legal massage house and told to the researcher how she got employment opportunity as follows:-

*I attained six month massage training at night with the side my restaurant cook work. Immediately, when I graduated my husband got me a hydro massage therapist job at a sister company where he is working currently (Participant7).*

Participant 12 was working at one of high standard legal massage house in Addis Ababa. She told her experience to the researcher, massage trainers are in a high demand in the city.

*Following the expansion of hotel industry massage houses are also expanding with a high speed. Their demands of massage therapists are high. I have very big confidence to get employment at any time in the massage house that I like, because I have certificate. The job opportunity of massage trainer is high (Participant 12).*

From the study participants the researcher has learnt that, massage industry has very big job opportunity for those who are trained or not trained. Especially those who have massage training certificate were getting employments easily in Addis.

#### **4.1.4.1.2 Entrepreneurship skill benefit**

The following participants stated how massage industry is helping them to acquire the entrepreneurship skill as follows:-

*Our massage house was not practice illicit massage activity unlike others; because of this many customers choose our massage house. This benefited me how to run and control massage business system. I learnt a lot how massage business is more profitable. I learnt a lot how customer care is important for business. I also learnt from the history of business owners how to open massage house within reasonable money. God willing, it might help me in the future when I have my own massage business (Participant 7).*

Participant 4 also strengthen participant 7 experience as follows:-



*Now economically I am very happy. I completely changed my family life. I know the necessary equipments and materials of massage business. I am planning to open my own new massage house in the near future (Participant 4).*

Participant 9 also expressed her view of entrepreneur as follows:-

*The other advantage that I got in my massage therapist life is, gaining skill and knowledge about massage business. I am saving money now; I know the equipment and the materials that are basically needed for massage. I am pretty quite sure I will open mine massage house within a short period of time. There are so many friends of mine changing their life using this business as their initial capital generation too (Participant 9).*

All in all from the participant of this study, the researcher found out that females are directly or indirectly getting enough money from the sector. Working through commission helped them to have enough money and think their future business plan. At the same time formally and informally they managed to get the skill and knowledge how massages business open and run. This favorable condition encouraged females to be an entrepreneur.

#### **4.1.4.1.3 Financial benefit**

According to the study finding female massage workers are financially benefited some by their salary, most of them benefited on commission agreement with their employers and different incentives. The following participants experience revealed this:-

Participant 1 unlike other massage therapists she was hired in the legal massage house by monthly paid salary. Her experience briefed as follows:-

*This job also helped me a lot in terms of finance. My monthly salary is good plus the customers when they get satisfied on my service, they usually gives me tips. Sometimes the tips that I get from the customers are greater than the monthly salary that I earn. This situation helped me to secure my life as well as my boy friend from on the way of betrayal (Participant 1).*

Likewise participant 6 explained her financial benefit as follows:-

*Now, I am getting better money than the money I used to get from other jobs. I am working with commission i.e. when I am doing one massage, I will get 25% benefit. One degree holder friend of mine was employed with 2008 birr per month but I'm getting minimum six customers within a day. We are giving morocco massage 300 birr per head, 75 Birr will be my commission. From six customers I can earn 450 birr per day. When we multiply it in a month, it will be therefore 13,500 birr. The difference is visible. In addition there are also tips and other incentives given by the customers (Participant 6).*

Participant 8 is illegal massage worker and she was working in the illegal and unlicensed massage house. Her experience outlined as follows:-

*Since that time on, I worked in various hotels, night clubs, streets, guest houses and now in massage house. I am settled in massage business now. The house is good. The money that I am getting in different direction is better, when I said in different direction like, commission fee, tips and sometimes I do have sex massage inside the parlor. I did this with the full knowledge and permission of my employer (Participant 8).*

Participant 12 experience strength others experiences too:-

*I was a kind of extravagant women who spent money here and there. Before I joined in the massage industry I used to face scarcity of money for several days. Since I started working in this house I never had shortage of money (Participant 12).*

The study finding revealed that in many ways female massage workers are economically benefited, at the same time they also get massage business entrepreneur skills. In terms of job opportunity and way of paying therapists through commission agreement benefits females economically at large. The financial rewards from the customers in the form of tips and other incentives had great contribution on therapist's life.

#### **4.1.4.2 Social benefit**

On a broad scale, the majority of the interviewee reported that massage work help to get social benefit. International travel visa and marriage engagement opportunities are the major benefits enjoyed by young female therapists.

#### **4.1.4.2.1 International travel visa and employment permit opportunity**

The majority massage therapist informed that white and black foreign customers request the massage practitioners to take them to their home country. Some massage houses allowed their therapists to practice illicit behavior inside the massage parlor. It is obvious that the probability of falling in love both sides are high. The following participant told her experience as follows:

*He was my regular customer; he normally comes in our massage house continuously, until he left to Spain. Before he left Spain, he used beg me to go with him in Spain. But I love my kid a lot, no one treats my kid without me, I engaged in this business because of my child. Due to this reason, I refused him to go to Spain (Participant 2).*

Participant 12 is working in a high standard massage house she told her experience to the researcher during in-depth interview as follows:

*Many gusts of this hotel are foreigners, diplomats, high rank government officials, international developers and high rank business peoples. Many foreigners asked me to go to their country and they will get me the work permit too. But I refused all, because I am waiting only American national who comes with visa. I only want to go America because I need to join my sisters there. (Participant 12).*

#### **4.1.4.2.2 Marriage engagement opportunity**

The researcher found out from legal and illegal massage therapists, the probability of getting husband was very high. The following participant raveled this:

*Being massage therapists gives high probability to get husband. Since I came in this massage parlor I managed to get more than ten Ethiopian customers who want me to their 2<sup>nd</sup> wife repeatedly. But I am used and have no any problem in my life; I refused them one by one and keep on working until now (Participant 5).*

Participant 12 added her experience in similar way as follows:

*Especially from black Africa countries like South Africa, Angola and Zambia got direct marriage request many times (Participant 12).*

Participant 11 had also similar experience:-

*I remember one guy from Egypt told me ‘he is in love and want to marry me’. He was booked in the hotel where I am working for two days but he extended for another three days only hoping me. Unfortunately he was not allowed due to my own reason (Participant 11).*

Thus, the researchers learned from the above findings, massage therapists are enjoying in marriage requested from the local citizen and beyond. Especially those who hired and work in the middle and high standard hotels are repeatedly requested for marriage by foreign nationals.

#### **4.1.4.3 Psychological benefit**

Unlike their psychological challenge, the researcher noticed that female massage therapists are benefited psychologically. Developing patience behavior and avoiding shyness with people are the major and common benefits of the participants.

##### ***Developing Patience Behavior***

Many participants are disrespected and undermined weather they are working in the legal or illegal massage houses. This situation leads female workers to get upset. Some customers embarrass them using disgusting language. For the security of their job, they preferred to pass such pain through patience. On this circumstance women massage workers managed to develop patience behavior in their entire life. The following participant revealed this:

*Some customers without money need me to have quick sex with them while I am massaging them; I refused them, later on they preferred to insult me than treating. I keep on working until I finished my job through patience. Patience is good (Participant 6).*

Participant 11 also respond as follows:-

*Many customers hurt and embarrassed me through un wanted sex request argument. Initially I used to get upset, gradually when I was thinking that I work for private*

*business oriented house, I used to leave them through internal pain. This experience now helped me to develop patience in my regular behavior (Participant 11).*

From the above participants the researcher learned that, when customers insult massage therapists without any problem, just for the security of their work as well as the massage house business, they preferred to be quite. This situation helped them to develop the culture of patience behavior to their life.

### ***Avoiding shyness***

Working in the massage house help some massage therapists to avoid there shy nature of psychology. The following participant explained as follows:-

*The major opportunity that I acquired being a massage worker is the development of my communication skills. I never had a skill of communicating with new people, I used to feel shy and scare but now I am able to communicate easily with any new customer (Participant 1).*

Participant 3 also shared her similar experience as follows:

*I am giving massage service to my customers naked, this helped me to get used the customers, at the same time it benefits me to avoid the frustration that I had with customers (Participant 3).*

Therefore this research revealed that, females who are engaged in massage work can develop some psychological and behavioral attitude. The researcher also learned that each and every difficulty from our life either directly or indirectly benefited us.

## **4.1.5 Coping mechanism that females used while facing challenges in the massage therapy engagement**

### **4.1.5.1 Coping mechanisms of Social challenges**

As the research revealed that, women hydro massage therapists are faced so many social challenges. To cope up some of the challenges they used the following mechanisms.

#### **4.1.5.1.1 Showing practically the importance of massage**

Participant 1 was facing a serious blame from her family and boy friend while she was joined in the massage industry. Later on, she used her own technique to convince her family. She explained her experience as follows:-

*My coping mechanism was strong; I was convincing practically the use of massage therapy work. I was giving the service of massage to my mother and my boyfriend at home. When they see the advantage, immediately they changed their perception about my work (Participant 1).*

#### **4.1.5.1.2 Educating the benefits of massage to the community**

It is obvious that education has a power to shape the understanding and attitude of the community. The following participant, used to cope up the misunderstanding of the massage workers was, educating about the benefit of massage to the community where she resides, her experience is outlined as follows:-

*When I was learning I knew that massage helps to cure more than 300 diseases. But many people do not know this advantage very well and not considering us a health practitioner rather disrespecting and considering us sex agents. In my residential area, when the massage issue comes up, I usually tell and explain them about the importance of massage, and how it cure more than 300 diseases (Participant 7).*

#### **4.1.5.1.3 Showing and telling the successful massage therapist history**

Successful and ethical peoples are good model of the community. From this study the researcher understood that, some participants are used to show and tell the business success story from the previous massage house workers as there coping mechanisms.

*There are so many massage workers who changed their life within a short period of time, for example, the well known massage house in Bole Habesha massage house (pseudo name) was opened by the previous massage therapist women. This business house was*

*opened through her massage employment initial capital, now everybody knows her. Like her there are also many business women's in Addis Ababa. I used this people as a reference to convince how the massage industry sector is awesome (Participant 9).*

#### **4.1.5.2 Coping Mechanisms of Health Challenge**

##### **4.1.5.2.1 Using Protective of Sexual Transmitted Disease**

The study revealed that illegal massage houses and some legal massage houses are allowing hidden sex massage in their parlor. Women massage workers since they participate in such illicit activity, the probability of contracting sexual transmitted diseases will be high. So, to cope up such kind of problems most of the participants used protective sex. Their experiences are stated as follows:-

*This job has got high risk of getting sick on HIV/AIDS and other skin contracting diseases. In fact, I am using condom all the time but you cannot be safe using condom 100% (Participant 4).*

Participant 6 explained her experience as follows:-

*The customer used different convincing techniques to have sex with me, while massaging them. Lastly, I ended up getting myself in the hidden prostitution life. The good thing is nobody requested me unsafe sex, all of them accepted to have sex with condom (Participant 6).*

From the above participant the researcher learned that, some relaxation massage workers are running hidden commercial sex on the cover face of massage house. The massage sex workers are managed to protect themselves from different sexual transmitted diseases using Condoms.

##### **4.1.5.2.2 Taking care of personal hygiene and Medication**

Massage work require skin contact between the customer and the therapists, this situation might put both sides at risk of contracting skin disease and other hygienic problem. The following participant told us how they take care about themselves from such kind of risks:

*I was suffering in skin transmitted diseases called 'kuakucha' or impetigo; I was cured by doctors from private hospital. Now, I am safe. From that time on, I do not massage a person who comes with impetigo's problem. I also respect the doctor's advice to get clean and keep my personal hygiene all the time (Participant 8).*

Participant 10 also shared her experience as follows:

*Taking cold shower after finishing my work, opening windows and allowing for ventilation in the massage rooms are the key method to protect my personal hygiene. Still thanks to my Lord I never get sick (Participant 10).*

#### **4.1.5.3 Coping Mechanisms of Education Challenge**

The study discovered that most of the massage workers did not go far in their education status. Due to this mere fact sometimes they faced challenges and at the same time they use different techniques to solve their immediate problems. Some of them are stated below

##### **4.1.5.3.1 Gesture Communication**

Lack of education results lack of communication skill especially with foreign customers. To cope up such problems some massage workers revealed that gestural expression helped them to accomplish their task. The following participant told us her experience as follows:

*Many Chinese immigrants who come here cannot speak Amharic even English, as such, it is very difficult to communicate with them. Most of the time, I accomplish my task using gesture expression (Participant 1).*

Participant 11 also told as her similar experience as follows:

*I have a serious communication problem with white clients, sometimes the white people feel shy to ask sex with gesture expression. If I was active in English communication I could get lots of benefit from them. From the beginning up to the end, I accomplish my*



*task with foreign customers using gesture expression. Even if I know some English words, their accents (pronunciations) are difficult to understand for me (Participant 10).*

This study thought the researcher that, some massage workers cope up there low English communication proficiency through gesture communication system. On this regard the researcher understood that, using gesture communication was not satisfying the customer, the business owners at the same time the worker. Therapists agreed up on gesture communication was better than nothing, and it helped them to give service to their foreign customers for a while.

#### **4.1.5.3.2 Preparing Forged Certificate**

When I carry on my study, legal and licensed massage house workers are practicing illegal massage activity. The secret behind was that, many illegal massage workers are getting fake massage certificate for the purpose of inspection. The following participant revealed this as follows:-

*For my education and certificate problem, I will not have any dream to go to school. I hate it, but I will make a plan to have the fake massage training document in piassa (Participant 8).*

Participant 9 also shared her experience as follows:

*This house is a legal and registered massage house, but when the time of inspection by health bureau; my employers got me massage certificate paper to show. After the end of the inspection, they took it back (Participant 9).*

The study revealed that some massage houses are getting legal massage business certificate due to fake paper presentation at the same time fake documentation. This situation in one way or another helped those massage workers who do not have certificate to work in the legal massage houses.

#### **4.1.5.4 Coping Mechanisms of Sexual Challenge**

In many legal and illegal massage house, men customers' want to have illicit activity with female massage workers. Some massage workers do not want to participate in such activity. To cope up such problems therapists used different techniques, some of these techniques are stated as follows:

#### **4.1.5.4.1 Using the House Security Guard and Managers**

According to my finding many men massage users generalized that all massage workers are participating in the illicit activities. Due to this mere fact, some legal and ethical massage workers solve this problem by their own techniques. The following participant told me her experience as follows:-

*The major challenge I can say is some massage users generalize all massage services and want to exercise illicit behavior. I usually lose much energy to keep their secret plus convince them about the rules and the regulation of our massage house. Sometimes, it becomes beyond my level and calls the manager as well as the security guard, too (Participant 7).*

Participant 6 strengthen the above experience as follows:-

*I can perform sex, Nobody can stopped me because every deal is applied inside the room. If the customer does not agree up on and try to show off, the security guard will let the customer go out from the massage house (Participant 6).*

The presence of security guard nearby the massage room helps women to secure their right and put a corner stone on their job to activate by confidence.

#### **4.1.5.4.2 Giving Space for Masturbating**

According to the finding of this study, when men get full massage service inside the room by beautiful and hot girl, their sexual feeling get high. At the same time, they challenge the massage workers. The following participant told us her experience and the solution she used as follows:-

*I don't want to participate in the illicit activity inside the massage house. I have faced many customers failing to control their sexual feeling. Some behave like a person who is sick, and there genital erection is on all the time. I used to cover by towel but not get*

*down. At the end when it gets at climax, I will give them space to masturbate in the cold shower room. Later on, you can even see they get well (Participant 11).*

Participant 6 also had similar experience as follows:-

*If I am not interested, I will tell them to get cold water to shower to down their genital emotion and leave the room (Participant 6)*

All in all the study revealed that hydro massage women faced sexual challenges. At the same time the techniques used by the workers to cop up their challenges are encouraging.

## **4.2 DISCUSSION**

Under this section, major findings of the current study in relation to motivation, challenges and opportunities of the lived experience of women hydro massage therapists in the case of Addis Ababa, particularly Bole and Yeka sub cities administration will be discussed based on the emerged themes in detail in relation to literature of studies conducted so far.

### **4.2.1 Factors That Motivate Women to Engaged in Hydro Massage Therapy**

Out of twelve participants of women, hydro massage therapists of this study, the researcher obtained four major motivational factors that lead women to engage in a hydro massage therapy. These are social, economical, psychological, and global motives. Under these themes, the researcher obtained fourteen critical sub themes. Similarly (Piew,2008),states that are influenced and motivated by globalization, social, economic and cultural life of the society.

#### **Social motivation**

The finding of this study revealed those women hydro massage therapists are motivated to engage in this business because of the social interaction level in their community. In this finding laxness family relation motivated many women to engage in the place where by illicit massage activity performed. Similarly (Balderu, 2002), states that many women are affected by labor work or sometimes illicit activity because of lack of awareness both sides (the parent and the children) on their right and duties. Females (children's) have got the right to reflect, listen, respect others idea, getting advice from their families etc. Within similar fashion, parents have

got a duty to advise, what is good and what is bad to their children, respecting their moral, making them ready to receive their country with a full sense of patriotism. (Clacherty, 2003) also supports the above stated idea as follows, Women and youth at their adolescent stage prefer to be like other influential persons rather than themselves. They also like to imitate any new upcoming practice from their environment and implemented without identifying the pros and cons of each practices (Clacherty, 2003).

Critically this study revealed that, out of 12 participants 9 of them are working illegal sex massage, this happened because of peer pressure, considering massage houses are the best place for hidden prostitution, family relation, education factors and some other environmental conditions. Similar with this finding, Addis Ababa City Administration Education Bureau report, states that many illicit activities near to schools highly influenced women and youth to change their attitude. Some schools are near to marketplace. When girls come out from school, the businessmen and others usually abuse them. Later on, they will find themselves at massage houses, day party houses, chat and shisha houses, video houses etc. (Addis Ababa City Administration Education Bureau Report 2002 E.C.). This research outlined that some women drop out from their school and participate in the illegal sex massage industry because of the laissez-faire controlling system of school administrators and curriculum. According to United Nations report (2002) different countries school boys and girls are affected by different unnecessary addictions. To avoid such devastating problems and to create very logical and innovative citizens, curriculum needs to focus on behavioral change in productive youngsters and women, too.

### **Economic Motive**

The finding of this study revealed that women who are participating in the hydro massage therapists through different economic motivations, like poverty, unemployment, shortcut wealth interest and some considering massage therapy is a normal job for living. This is consistent with other findings like (Clacherty, 2003) which states women's and youth are influenced by unnecessary culture and norm because of their family economic status. Women who came from rich family are usually addicted by luxury drugs, while women who came from low economy status family preferred to isolate themselves from the society and participate any kind of income generation activity whether it is legal or illegal. Lack of job opportunity also lead them to work

any kind of work what they get, during this situation women's will face a serious challenge to abuse by their employer as well as by other section the society (Clacherty, 2003).

In the finding, the low payment of the governmental and non governmental institutions in the country forced and motivated women to participate in the illegal sex massage house. Similarly (Karadenizli, 2002 ),states that in order to attract foreign capital, the third world countries decrease their legal minimum wage, working standards, and work safety, thus a tighter connection is created between trade liberalization and cheaper labor, which becomes mostly a women labor force. According to (Maria 2002) Corporations prefer female labor over male labor because women are considered to be "docile" workers, who are willing to obey production demands at any price.

### **Psychological motive**

The study revealed that women hydro massage therapists are engaged in the massage industry due to psychological motives. These psychological motives are the presence of good massage therapy professional ethics. This situation gives some women self confidence and for some others to be positive thinkers towards the job. The other psychological motives that lead women to be a massage practitioner is the unprofessionalism nature of massage houses. Some women who wanted to use massage house for illicit activities are attracted by the massage advertisements posters, Some adverts of massage houses easily motivate the sexual feeling of others and some women's who lost hope in life and lack confidence preferred to work in this houses. On similar finding (Beck,2010) states professionalism in massage not only encompasses the application of massage technique to a client but also involves clear communication, managing boundaries, and ethical business practices. The finding also revealed that unprofessionalism way of working in the massage industry leads them to hire un professional and unethical massage therapists. Similarly, (Mario, 1999), quoted as follows, without ethics there can be no true professionalism.

### **Globalization**

As the study revealed women are motivated to participate in the legal or illegal massage houses because of globalization influence. Africa used massage business for an illicit activity due to globalization effect (McLaughlin, 2016).Some women considered massage houses are the latest development in the city. They engaged with it because they considered themselves as

modernized citizen, some women are also influenced by mass media, like listening famous personalities interest, watching TV and reading fashion magazines etc. According to my finding, most women's who work in the higher standard hotels as a massage practitioners are motivated through different communication technologies. Similarly, many studies have been conducted in the past century to measure the effects of mass media on the population in order to discover the best techniques to influence it. Mass communication is a necessary tool to insure the functionality of a large democracy; it is also a necessary tool for a dictatorship. It all depends on its usage (Lippmann, 1922). He also added on mass media play a magnificent role in changing the attitudes of female and male youth. For example many mass media institutions of music video, famous people personality, wearing style and living standard and others, seriously affect the youth or productive group of the society. Mass media have got the potential to build as well as destroy one's culture and tradition (Lippmann, 1922). In a similar expansion, in the print media there are famous people ways of dressing, hair style, recreational site and personal history. These situations motivate many women and youths. Later, they try to imitate, This results in to have a negative impact on their dressing, thinking, education, health and societal integration, (Elizabeth M. 2001).

#### **4.2.2 Challenges Faced by Women Hydro Massage Therapists**

Under this sub-section, three major themes were emerged, these are social challenges, sexual challenges and psychological challenges and twelve sub themes emerged. According to the finding of this study, women hydro massages therapists face different challenges while they engage in there massage work.

##### **Social Challenges**

For the majority of the participant apart from the whole society, there is influence from families, relatives, friends that discouraging women's massage works. These sections of the society are challenging women's by considering their massage work is a hidden prostitution. As this research finding expansion of illegal massage houses are also the challenges for women's hydro massage therapies.

There is also insufficient education background is the major challenge for their work. Communication language barrier, lack of massage training certificate during health bureau

inspection period was also the challenge for women's. This finding goes in line with (Brent, 2006) states many developing countries women are not accomplished their education, they faced so many challenges in their formal and informal job. In addition women faced laxness relationship with their parent and friend because of their work, similarly (Jeffrey, 2002) states Illicit massage therapy is the modern immigrant practices in third world countries, this situation create laxness interaction with local culture. The finding of this study discovered that women massage workers are facing health challenge; they are highly exposed to HIV/AIDS, Skin diseases, and sanitation problems. Similarly The Ethiopian public health conference report states that, Health problem is the major social problem in this globalization world, the intensification of this problem is because of the rapid inflow of immigrant culture and practices. Some of those immigrant practices especially in Ethiopia are free and un protected sex, the spread of unlicensed sex massage houses, excessive usage of drugs etc. This leads the productive section of the society particularly women's to suffer on sexual transmitted diseases like HIV/AIDS, Gonorrhoea and the like (Ethiopian Public Health Association conference Report, 2006). Lack of public awareness on massage benefits and ethics in mass media are also the major social challenges revealed by the study. Similarly (Lippmann, 1922) states that *mass media shapes and molds opinions and attitudes and defines what is normal and acceptable.*

### ***Sexual challenge***

The study participants reported that, workers sexual feeling during massage time was there biggest challenge. Institution sexual challenge like, instructing women's to wear un ethical massage cloths which exposes them for different problems. Similarly (Mario, 1999) states ethics are moral guidelines that are established by experienced professionals and employers to reduce the incidence and risk of harm or injury in the professional relationship because of an abuse of a position of power. The other finding of this study under the same section is Customer sexual challenge, like requesting the massage workers un wanted sex, un wanted touch, harassment, looking them down, subordinating and rape are the major challenges discovered on the study. Similarly (Abdi, 2010) states in Ethiopian foster Gender discrimination in a venerable way, women's are subordinated much more than men.

### **Psychological challenge**

According to the study finding many illegal massage house workers are facing so many psychological challenges, some of them are isolation, depression and self-blame. Similarly previous study conducted by (Grove, 2002), states that illegal money seeking activities, leads youth and women's to gastric illness, emptying the bowels, the problem of urine tap, illness of mouth and teeth, reduction of food appetite, dry weaned of mothers, all this consequences later on results disturbances of their feeling, continuous depressions, isolation, dependency syndrome of concupiscence and mental disorder.

#### **4.2.3 The potential opportunities of women that enjoy being a hydro massage therapist.**

In this study, interviewee obtained major significant benefits while women engage in massage work. The following themes are Economic benefit, social benefit and psychological benefit .under each themes seven sub themes also emerged.

##### **Economic benefit**

Under this major theme, three sub themes are emerged. Women are who participate in legal and illegal massage houses are not complaining on their economic benefit. They are enjoying on, Employment opportunity, Entrepreneurship skills and financial benefits. According to (Holistic, 2017) states that furthermore, its reputation endured another unsavory period with the advent of massage parlors where the practice became associated with the sex trade and using the accumulation of money both practitioners and business owners. The study also revealed that those massage therapists who work in the legal massage houses and not participated in the illicit activity financially benefited through commission and tips.

##### **Social benefit**

The study also revealed that women hydro massage therapists are benefited socially, like getting the opportunity of travel visa, work permit abroad and marriage engagement opportunity. Relaxation massage business is accelerated rapidly to in one way or another way due to globalization, this situation created the massage workers to meet and getting a request for marriage as well as invitation visa. Similarly Abdi (2010) said that like many parts of the world, Ethiopia has also benefited from global economic interconnectedness.



## **Psychological benefit**

In this study unlike psychological challenges, women hydro massage therapists managed to get some psychological benefits like developing patience and avoiding shyness nature.

### **4.2.4 Coping mechanism that women's used while facing challenges in there massage therapy engagement**

Although I did not find literature which go in line with coping mechanisms, Women's use different mechanisms to solve their social, health, education and sexual challenges. The coping mechanisms that most of the interviewee used covering the social challenge is by educating and showing practically the benefit of massage, plus telling the successful massage therapist history. women's who works in the illegal massage house use to cop up their health challenge by using protective sex, others also protect themselves by taking care of their personal hygiene and immediate medications. To overcome insufficient education problem interviewee use gesture communication for English and other foreign language customers. For massage therapy training certificate some interviewee use a forged training certificate provided by the business owners during inspection time. More over to overcome the sexual challenges and customer sexual interest resistance interviewee use the massage house security guard and the manager as a mediator and if the customer sexual feeling become out of control some interviewee managed them by giving free space for masturbation.

## **CHAPTER FIVE**

### **CONCLUSION AND RECCOMMENDATION**

#### **5.1 Conclusion**

The major objective of this study was to understand the lived experience of women hydro massage therapist: in the case of Addis Ababa, particularly yeka and bole sub cities administration. The finding from the in-depth interview with twelve participants in this study revealed that, Women who engaged in hydro massage therapy have motives, challenges and opportunities. Hence this phenomenological study is expected to contribute a lot for a deep

understanding of the motives, challenges and opportunities of women hydro massage therapists. Apart from these, it also helps to recognize the coping mechanisms employed by women's while participating in the massage work. This study found that, women hydro massage therapists are engaged in the massage industry by the following major motives of social, economical, psychological and global motives.

The social motives that drives women's to engage in relaxation massage therapy are through peer influence, some considering massage houses are the best place for hidden sexual prostitution, weak family relation, insufficient education background and environmental conditions. The finding of this study also revealed that women's who participate in the hydro massage industry are motivated by economic interest such as, escaping from poverty, un employment, thinking that the industry is a source of short cut wealth benefit and some engaged in the industry by considering as a normal job for a living like other income generation jobs. In line with psychological motive some ethical and legal massage therapists engaged in the industry by considering and convincing there psychology on the good ethics of the profession and this gives them high self confidence and positive attitude towards the job. On the other hand those un ethical and un professional massage workers motivated by the unprofessional ethics of the industry such as sexy massage advert posters and lack of confidences. As this study revealed women hydro massage therapists also engage in the industry due to global motivational factor like, considering massage house and massage therapist are a modernization agents. Mass media and communication technology also its own part under globalization motive.

This research finding revealed that the major challenge faced by women hydro massage therapist are social challenges such as considering all massage therapists as a prostitute by the society, insufficient education background, language barrier, laxness relation with parents and friends, health challenges and lack of public sensitizations. On the other hand the study revealed that women hydro massage therapist faced different sexual challenges such as Self sexual feeling during massage time, institutional sexual challenge i.e., commanding women's to wear un ethical cloth that expose them to sexual violence, and customer sexual challenge such as rape, un wanted sex request, unwanted touch, harassment etc. Among the challenges which were reported by the interviewee were psychological challenge like isolation, depression and self neglect.

The research finding also revealed that both legal and illegal women hydro massage therapist are enjoyed in economic benefits such as employment opportunity, entrepreneurship skill, and more financial benefits. They also enjoy in social benefits like getting international travel opportunity, marriage engagement opportunity. Under psychological benefit massage work helps women hydro massage therapist to develop patience and avoiding from being shyness personal behavior.

In addition to the above, the current research revealed that providing massage practically, educating the benefit of massage to the community, telling the successful massage therapist history are the major coping mechanisms of massage therapists. The coping mechanism that most illegal massage workers interviewee used to solve the health challenges are using protective sex, some others are used sanitation and immediate medication. Gesture communication and preparation of forged documents are some interviewee coping mechanisms of their insufficient education challenge. Moreover using the massage house security guard and their managers as a mediator and providing free space to the customer for a while, are the major coping mechanisms of women hydro massage therapists for their sexual challenges.

## **5.2 Recommendations**

Based on the finding of the present study, the following recommendations are proposed or forwarded to all concerned bodies. Since multi sectoral response is needed recommendations are to be important by the government, development organizations, private massage house business owners, massage practitioners and communities.

### **The government**

#### **High government officials and political leaders**

- Enhance the functionalities and competencies of law enforcement related to massage industry
- Special promotion and support have to be given to women hydro massage therapists during gender sensitive policy formulation
- The government should expand its, policy law, regulation and structure that are intended to promote, and support to control women's massage therapists.

#### **Bureau of women and child**

- Organizing extensive awareness creation campaign and training for local elders, religious leaders, community leaders, massage practitioners, parents and community at all level on the importance of massage, its profession ethics and challenge the existing misperception of women's massage therapist in the area and make it socially acceptable. At the same time they should take responsibility of co-coordinating and net working all the concerned bodies.
- Should initiate active involvement on the legal and illegal massage therapists through providing short term training.
- Strengthen the legal massage houses owners and therapists to work in collaboration with government, non government organizations, community, parent to make model training center.

### **Mass media agencies**

- Integrate and making women hydro massage therapists as its agenda in local media and work on increasing the media coverage to disseminating the importance of massage to our health and the profession ethics through different accessible communication channel to change the attitude of the community at all level and secure the legality of women therapist and its business.
- Establishing resource center and making various publication on illegal massage therapists of their deeds and directing the law enforcement agent to bring all the culprits in to the book.

### **Bureau of trade and industry**

- Improve dissemination of information about licensing requirement and reach out hydro massage hydro therapists and educate massage clients about license requirement.
- Improve accessibility of massage therapists for license examination
- Enforce massage therapist license requirement in a consistent and equitable manner.
- Provoke licenses of massage houses who engaged in the illicit activity. And work closely with the concerned bodies to bring hidden sex massage workers in to court.

### **Bureau of culture and tourism**

- Conducting capacity building to the concerned bodies how illegal sex massage houses and its workers activity contradict with our culture, norm and tradition.
- Preach the importance of traditional massage and its benefit in Ethiopia, and disprove illegal massage houses workers are legal and genuine.
- Inspect ,check and give authority to different movies, documentaries about massage program before transmitting and disseminating
- Create a genuine system to control different foreign movies to enter the country which are contradicting with our indigenous culture.

### **Bureau of health**

- Conducting proper inspection of massage houses, massage therapist capacity and their qualification certificate.
- Inspecting the ventilation system of the massage houses, the neatness and cleanness of the area within a proper scheduled plan.
- Work together with different governmental bodies for the survival of legal massage industry.

### **Local and international Nongovernmental organizations**

- Encouraging research financially to conduct further research on assessing on women and massage industry.
- They should be intervening in challenging the existing social, sexual and psychological on both legal and illegal women massage therapist.
- Should design program, projects to address issue relating to women massage therapist particularly tackling their major barriers.

### **Massage business owners**

- Create network and partnership with different governmental and nongovernmental organization
- Should play their own great role on the development of legal massage industry and restrict themselves to participate in the illicit activity

- Try to work on their massage therapists are become a role model of other massage therapist.

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## **Appendix I**

### **GUIDING QUESTIONERS**

#### **1. Introduction**

The overall purpose of this research interview is to produce a phenomenological account on the lived experience of massage workers in Addis Ababa, particularly (Bole and Yeka Sub cities). It is mainly due to the fulfillment of Masters Degree. For the success of my study I would like to appreciate your critical and trustworthiness response in advance.

#### **2. Instruction given to interviewee**

- a) You should not Expected to tell me your name if you mind.
- b) Your responses will keep confidentially.
- c) If there is a question which you don't want to response, your right will respect to reject at any time.
- d) Your right will respect to stop our interview at any time if you want.
- e) The researcher would like to appreciate your willingness of the interview.

#### **I. Demographic Information of interviewee**

- ✓ **Sex** \_\_\_\_\_
- ✓ **Age** \_\_\_\_\_
- ✓ **Work or position** \_\_\_\_\_
- ✓ **Educational Background** \_\_\_\_\_
- ✓ **Marital status** \_\_\_\_\_
- ✓ **Work experience** \_\_\_\_\_

#### **II. Personal, Motivational and specialty questions**

2. Would you tell me about your age, marital status and level of education?
3. What do you know about massage work?
4. How many years did you spend through this work and what is your future plan or motive this after?
5. What are the factors that push you to lead life with massage worker and how do you begin it?
6. What is your general view and understanding of massage work?
7. Why you choose to engage in massage work? Why don't you try another job opportunities?
8. Would you tell me if you have any training on massage work from any recognized institution?

### **III. Challenge related questions**

11. Is there anything the government could do to improve the situation of massage work?
12. Is there financial problem that you are facing right now?
13. Is there any social problem that you are facing related to you work?
13. Would you tell me if you faced any sexual problem while you are working?
15. Is there any health related problem that you are facing due to this job?
16. Would you tell me if there is any problem in your employer institution?
17. Is there any other problem that you are facing?

### **IV. Opportunity Related Questions**

18. Is there any opportunity that you are enjoying from the government bodies?
19. Would you tell me your success in terms of financial reward?
20. Do you get societal appreciation by your work?
21. Would you tell me if there is any opportunity you got in terms of your health wellbeing
22. Would you tell me the most you like from your employers or institution?
23. Would you tell me your monthly salary?
24. Do you have any other income source apart from your salary while you are working?
25. Would you tell me other opportunities you are enjoying in your massage work?

## **V. Coping Strategy related Questions**

26. Would you tell me the measurement (steps) you are taking to cope up the challenges that you are facing?

27. Finally if you have anything to say about your living experience as a massage worker?

