



## THE MOTIVATIONS OF FEMALE RELAXATION MASSAGE THERAPISTS TO ENGAGE IN MASSAGE WORK: PHENOMENOLOGICAL STUDY FROM ADDIS ABABA

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### ABSTRACT

It is a mere fact that massage work is one of the growing business activities in Ethiopia and young women are the main actors of this business. However, we have yet known little about those women who involved in this business as massage therapists. Hence, the main purpose of this research is to understand the motivations of female's relaxation massage therapist to engage in massage work at Addis Ababa, particularly in Bole and Yeka sub cities administration.

To meet the objectives of the study, qualitative approach with phenomenology design was employed. To select the study site and participants, both purposive and quota sampling techniques were used. The data was extracted thorough in-depth interview data collection instrument and it was analyzed by using thematic qualitative data analysis technique.

The study found out that the major motives that drive women to engage in the massage industry are peer pressure, poverty, professionalism and media. Finally, conclusion and future directions for intervention are highlighted in accordance with the major findings of the study.

### KEYWORDS

Female Massage Workers, Massage Houses and Addis Ababa

#### 1.1. BACKGROUND OF THE STUDY

Relaxation massage is all about relaxing. It focuses on giving the client time to recover from the stresses of daily life. When you experience relaxation massage you can expect a treatment that involves long smooth gliding strokes that are rhythmic and flowing pressure that is deeply relaxing but not painful. A treatment that is designed to soothe and relax you, not to relieve chronic pain or other underlying ailments. A therapist who also takes the massage environment into account look for soothing music, warm luxurious towels, and occasionally the use of essential oils to enhance both the environment and the effects of the massage (Diamond,2016).

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).

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 (Bethlehem,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 (Addis Ababa Women, Children's and Youth Bureu,2013 ).

Taking such paradox of massage business as granted, this study is intended to look what motivates young girls and women to engage in massage worker/therapy. 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 relaxation 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 Ethiopia 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 relaxation massage has different 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 which ought to be catching the attention the researchers at the contemporary world.

Unlike other developed countries, Ethiopian scholars have given little attention to relaxation massage therapy. Hence, it is hardly to get ample research on relaxation 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, Children and Youth Bureau (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 relaxation massage therapy as the main part of her study. The other research conducted by (Addis Ababa Women, Children's and Youth Bureau, 2013 ) 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, relaxation massage therapy is completely overlooked by Ethiopian academicians and researchers.

Cognizant of the above research gaps, therefore, this study attempts to generate deep understanding on the motivations of female's relaxation massage therapist to engage in massage work in Addis Ababa, particularly in *bole* and *yeka* sub cities administration.

### 1.3 Objectives of the study

#### 1.3.1 General objective

The general objective of this study is to explore the motivations of female relaxation massage therapists to engage in massage work 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 investigate the national influence of female massage therapists to engage in massage work.
- To identify the global pressures that leads females massage therapists to engage in the business.

#### 1.4 Central Research Questions

- 1) What are the overall motivations of female relaxation massage therapists to engage in massage work 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 factor 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.

#### 1.6 Scope of the study

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.

## CHAPTER TWO: REVIEW RELATED LITERATURE

### 2.1 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).

### 2.2 Factors motivating and influencing women life: A special emphasis for relaxation massage therapists

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 relaxation massage therapists as the recent sex exploitation related cases of massage business is resulted from globalization.

### 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.

### **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.

### **Printing Media**

Printing Medias such as bulletins (magazines), Newspaper, leaflet, etc. are the media which manly 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.

### **Social influence**

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 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.

Women 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.

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.

Many female 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 (Addis Ababa Education Brue, 2011).

### **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 preferred 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.

### **Theoretical Frame work**

This scientific study is exploring the motivations of female relaxation 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 motivation and 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 will force 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 motivated, oppressed and subordinated are 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

### 3.1 Research Approach

This research is designed to investigate the multilayered motivations of female relaxation 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.

### 3.2 Research design

The researcher used phenomenological research design to explore the motivations of female relaxation 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.

### 3.3 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. 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 criterions are:

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

### 3.4 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.

### 3.5 Data Collection Technique

#### 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.

### 3.6. 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.

## CHAPTER FOUR: FINDING AND DISCUSSION

### 4.1 Factors motivating women to engage in relaxation massage therapy

#### Social motivation

The present study elucidated that female massage therapists are joined

the business due to social motivation. In spite of this, their families did not attempt anything to protect them from social influence and they simply let their children to join the massage work. Congruently, Balderu (2002) stated that many women are affected by labor work or sometimes illicit activity because of lack of awareness on both sides (the parent and the children). Females (children) got the right to reflect, listen, respect others idea, getting advice from their families etc. Within 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. Hence, if the family fails to coach their children properly, the possibility of their children to engage in risky jobs like massage work is high. Similarly Well known Liberal feminist (Friedan, 1963) said, women must be like men unless women will force to keep on marginalized them and participate in different illicit activities (Friedan, 1963).

#### Economic Motive

The present study revealed that women were participating in the massage work due to different economic motivations that includes poverty, unemployment and shortcut wealth interest. This idea is partially consistent with the findings of Clacherty (2003). As Clacherty stated women and youth are influenced by unnecessary culture and norm; and this is significantly aligned with 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 in any kind of income generation activity whether it is legal or illegal.

#### Psychological motive

The present study revealed that, women relaxation massage therapists are engaged in the massage industry due to psychological motives which can be either positive psychological motive or the other way round. The positive psychological driving motive is related to the professional ethics. Some of female massage therapists initially felt that they can do their job by governing themselves with the professional ethics. This kind of understanding influences them to join the business without having any hesitation. Some other women are influenced by the unethical act of massage centers. Some massage centers posted different kinds pictures that initiate the sexual feeling of individuals. Hence, this poster influences some of them to enter into the business concerning professional ethics, Beak (2010) claimed that professionalism in massage work is not only about the proper application of massage technique to a client but also involves clear communication, managing boundaries, and ethical business practices. Similarly, Mario (1999) stressed that without ethics there can be no true professionalism. Although these authors are not specifically mentioned female massage therapists on their findings, their ideas entail us that how professional ethics mean. Therefore, if someone is loyal for his/her profession's ethics such as massage therapy's ethics, the possibility to work on his/her profession is likely high.

#### Globalization

According to Lippmann (1922), 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. He also argued that 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, therefore, a potential to build or destroy one's culture and tradition. 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 to try to imitate them. Ultimately, this would have a negative impact on their dressing, thinking, education, health and societal integration, (Elizabeth, 2001). Clacherty (2003) on his part also stated that women 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). In corresponding with the idea of the above authors, the present study found out that female massage workers are influenced by the media. Besides, media is speedily growing in Ethiopia due to globalization. Therefore, globalization is influenced young women to join massage work by using media as its agency.

## CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

## 5.1 CONCLUSION

Based on the result of the study, it was concluded that there are various reasons that motivates women to be massage therapists. To highlight some of the motivational factors, some of them joined the massage work through peer pressure. Others also joined the business due to their economical shortcomings. Some other also chooses it as it is an easy way to accessing jobs. Shockingly, some of them joined it for the sake of practicing hidden sexual work. All in all we can here infer that massage workers have not common reason to join the massage work as their reasons are varied from one massage workers to the other.

Generally, it was concluded that female massage therapists have suffered lot of problems but the problem, once females motivated and engaged in, they have not a power to push them out of massage work. This implies that the benefit they get surpasses the challenge they face. Therefore, they do want to surrender for the challenge rather they coup up it by taking various remedial measure. However, their patience to the challenges is continued until they develop economic capacity to establish their business firm.

## 5.2 Recommendations

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

**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 relaxation 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.

**Mass media agencies,** Integrate and making women relaxation 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 relaxation massage relaxation 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 motivations and challenging the existing social, sexual and psychological on both legal and illegal women massage therapist. Should design programs, 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 them 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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