

Chapter 5

The Thaniya Entertainment Area: Empirical Study of *Settai* Dynamics

Chapter 4 deals with the history, its dynamics and the unique business style of establishments at Thaniya entertainment area. This chapter takes on an empirical approach by setting case studies of Japanese customers and Thai hostesses. Data were collected by means of observing the behavior of Japanese customers and conducting informal interviews with Thai hostesses. Through analysis of the survey results, it will be examined how the Thaniya entertainment area reflects social and cultural factors relating to Japanese corporate culture and the Thai sex industry.

5.1 Survey-1 Japanese Customers

5.1.1 Method of the survey and introduction of Mr. Y

Participant observation was conducted in order to explore the actual conditions of *settai* carried out at the Thaniya area. Since the author is a woman, it is difficult and dangerous to go around in order to conduct a survey at Thaniya in the evenings. It is effectively impossible for a woman to interview Japanese men who are going to take Thai hostesses out to buy sexual services. They will be sure not to answer any questions, on the contrary, they would kick her out from Thaniya regarding her as crazy and dangerous. *Karaoke* managers, some of whom are said to be connected with gangsters, might threaten her life if she does not disappear from the spot because they might think she would be a feminist

journalist and try to expose prostitution at the Thaniya entertainment area, at worst.

The author asked a Japanese resident officer, who will be called Mr. Y hereinafter, to help in taking this survey. Mr. Y willingly accepted the author's request because he and the author have known each other for over ten years. Mr. Y, in his late 30s, arrived at his post in October 1996, since then he has worked for the Bangkok office of a Japanese governmental affiliated organization. Mr. Y has been provided a sufficient budget in order to accomplish his tasks in Bangkok. He has many visitors from various sectors, not only from Japanese governmental offices but also private enterprises. Mr. Y is also the representative of the other branch offices of the agency scattered in the ASEAN countries, furthermore, he administers the whole *settai* budget – under the pretext of the budget for meetings and conferences expenses – of the branch offices throughout the ASEAN countries. Mr. Y, therefore, has to take care of almost all of the *settai* opportunities carried out by the agency not only in Bangkok but also in other ASEAN countries.

He is in a position to escort a large number of Japanese business guests to the Thaniya entertainment area, and at the same time to observe other evening's entertainment districts in the ASEAN countries. Mr. Y therefore can be a suitable object as well as an assistant to survey and analyze the actual conditions and background of *settai*. We discussed research items and method before conducting the survey several times so that Mr. Y completely understood the author's intention in the research, and so that the result could reflect the actual conditions and problems of *settai*, and the behavior of Japanese salary men at the Thaniya area. It must be kept in mind that such research is delicate and can easily cause an invasion of privacy. The empirical research was accordingly conducted

by means of observing Mr. Y's visitors' behavior and taking down their background from casual conversations in a secret and careful manner in order not to arouse suspicious. Mr. Y never made any notes at the scene but just kept the information in his mind. The author had Mr. Y report the results whenever he escorted his visitors to a *karaoke* house at Thaniya.

When he has visitors from Japan, he has to take care of them throughout their stay in Bangkok as if they were ignorant countrymen who had never visited a big city before. First of all, he goes to the Bangkok International Airport to pick them up and send them to their hotel. He will check in at the hotel for some (many, in fact) of them who understand little English or are making business trips abroad for the first time. In the morning Mr. Y has to go to the hotel to pick them up and take them to places or persons where they made appointments. Usually Mr. Y has to arrange their schedule for them in advance. If they have spare time, Mr. Y should guide them to tourist spots or shopping malls.

He also has to arrange *settai* dinner and night entertainment for them. He often takes them to *karaoke* houses at Thaniya, sometimes to massage parlors if any wish so. It is necessary for him to get well informed about which *karaoke* establishments allow clients to date with hostesses outside of houses for those who wish to do so. Some, but very few currently, *karaoke* houses do not make such services. Mr. Y, therefore, must inquire to his visitors whether any of them want take hostesses out for 'a special date' in advance. Mr. Y has to fix everything for them, such as the length of the evening, date fee and how to get back to his hotel, in case he gets in trouble caused by misunderstanding each other. All the expenses, such as alcohol, *karaoke* rooms, hostess calls and so on, except date fees to be paid to hostesses from clients, should be charged to Mr. Y.

Some of his colleagues pay date fees for visitors. In this way, Mr.Y works as hard as a tourist operator does while his visitors stay in Bangkok. However, Mr.Y is not an extraordinary resident officer at all but seems to be quite a typical one.

5.1.2 Survey results

a) Number and occupation of Japanese visitors

During the survey period, from October 1997 to June 1998, Mr. Y had 94 Japanese visitors from Japan. Table 5.1 shows their occupation.

Table 5.1 Occupation of 94 Japanese visitors

Occupation	Number of visitors	Percentage
Government Official	47	50.0
Staff of extra-governmental organizations*¹	32	34.0
Private company worker	9	9.6
Attorney	3	3.2
The others, ex. Professor	3	3.2
Total	94	100

Mr. Y took care of visitors from various business fields because he was working for a Japanese extra-governmental organization concerning

external trading. His organization, therefore, has connections with Japanese governmental authorities, private enterprises, patent attorneys' offices and some specific universities.

Concerning the period of their stay in Bangkok, the shortest stay was only one night and the longest was eight nights. The mean was 2.63 nights. Japanese businessmen usually visit two or more Asian countries on their business trips and some stayed in Bangkok just for transit.

b) Number and occupation of Japanese who visited Thaniya

Table 5.2 Number of visitors who went to Thaniya

	Number visitors	of Percentage
Went to Thaniya	68	72.3
(Twice)	(13)	(13.8)
(Three time or more)	(2)	(2.1)
Did not go to Thaniya	26	27.7
Total	94	100

As shown in Table 5.2, 68 persons or 72.3 percent of all visitors went to the Thaniya entertainment area. In addition, thirteen persons visited Thaniya twice during their business stay, and two others visited there three times or more. Since Mr. Y actually offered to escort almost everybody to the Thaniya entertainment place and 72.3 percent accepted

his offer with pleasure, we can conclude that being escorted there can be quite a common *settai*, or business entertainment that Japanese visitors will expect to receive while staying in Bangkok.

On the contrary, the reasons of 26 persons not visiting Thaniya are as follows;

- (1) No time to visit Thaniya: 12 persons
- (2) Their superiors decided not to go: 7 persons
- (3) Too tired, mainly because of tight schedule: 4 persons
- (4) Dislike: 3 persons

Aside from three persons in (4), who dislike going to an entertainment place, the remaining might have visited Thaniya if they could. Reason (2) significantly reflects one of the characteristics of Japanese corporate culture, that is paternalistic behavior of seniors.

Table 5.3 shows the number of persons who visited Thaniya and their occupations. The total number of governmental officials and staff of extra-governmental organizations are larger than any other sector because Mr. Y is dispatched from an Japan's extra-governmental organization. Some of the two former sectors did not visit Thaniya mainly because of tight schedules. Meanwhile, the visitors from the other three sectors were relatively few in number, though, every person visited Thaniya.

Table 5.3 Number of visitors who visited Thaniya and their occupations

Occupation	Number of visitors	Visited Thaniya among them
Government official	47	34
Staff of extra-governmental organizations	32	19
Private company worker	9	9
Attorney	3	3
Others	3	3
Total	94	68

18 among 68 visitors (26.5 percent) took out hostesses from *karaoke* houses for 'a special date' (commercial sex service). The figure means one in every four Japanese who visited *karaoke* houses at Thaniya enjoyed buying commercial sex services. Considering that the mean of their stay is only 2.63 nights, as described before, this result shows how interested they were in sexual entertainment at Thaniya. In addition, three of them had taken out hostesses two or more times during their stay.

In this part, the subject of the survey was widened to Japanese resident officers in order to explore relations between buying commercial sex services and personality. Focusing on a total of 230 Japanese men of both resident officers and visitors, whom Mr. Y escorted to Thaniya during October 1997 and June 1998, the following research was conducted with the same method as the former.

c) Age distribution

Table 5.4 Age and buying sex

Age	Number of Japanese visited Thaniya	of Enjoyed commercial sex	Percentage
20s	9	3	33.3
30s	40	11	27.5
40s	137	39	28.5
50s	44	12	27.2
Total	230	65	28.3

Table 5.4 indicates age distribution, number and percentage of Japanese men who bought commercial sex services at Thaniya. More than half of the 230 Japanese who visited Thaniya were in their forties, on the contrary only nine were in twenties. Almost all Japanese who visited Thaniya with Mr.Y were in their thirties and older. The result can be

interpreted to show that *karaoke* houses at Thaniya are operated to target clients for *settai*. Since Japanese workers in their twenties are regarded as inexperienced in the Japanese business community, they are usually not invited. They have small budgets, if any, for *settai*.

It is noticeable that the percentage of Japanese who enjoyed commercial sex services with Thaniya hostesses shows few differences among any age groups. In the former survey, 26.5 percent of all Japanese that visited Thaniya enjoyed commercial sex. Although the ratio of the group in their twenties, 33.3 percent, is a little higher than that of any other age group with around 27 percent, these surveys indicate that one in every three to four Japanese men like to buy commercial sex services when they have opportunity to do so. Further the trend does not depend on one's age but disposition.

d) Marital status

In this part, the 230 Japanese men were divided by marital status: Single, Business bachelor*², and Living with wife.

Table 5.5 Marital status and buying sex

Marital status	Number persons	of Enjoyed commercial sex	Percentage
Single	24	6	25.0
Business bachelor	36	11	30.6
Living with wife	170	48	28.2
Total	230	65	28.3

Table 5.5 shows that the business bachelors had the highest percentage of the Japanese men, who enjoyed commercial sex services. They were followed by the group of men staying with wives and the group of single men respectively, though the differences were very small. It is particularly noticeable that the percentage of men buying commercial sex services was higher for married men staying with their wives than that of the single group, even though the differences in percentage were small. This survey also shows that the percentage of Japanese men who bought commercial sex services had almost the same result as the surveys described before. It is surprising to get results that show that wives have no power to avoid their husbands' betraying behavior. The result may

indicate poor relationships between Japanese couples, which has been often portrayed in women's magazines and pointed out in the recent decade by Japanese sociological scholars majoring in human relationships.

e) Academic background

Table 5.6 Academic career and buying sex

Academic career	Number persons	of Enjoyed commercial sex	Percentage
University	156	37	23.7
(University of Tokyo)	(40)	(5)	(12.5)
Senior high school	46	24	52.2
Total	202	61	30.2

The 230 Japanese men are classified according to their academic career. *³ For 28 Japanese, their school backgrounds were unclear. The result of the survey, therefore, was derived from the total number of 202 Japanese. In the group of university graduates, the number and percentage of the graduates from the Tokyo University, the most reputable university of Japan, is shown separately.

The result of this survey is different from the previous ones. As shown in Table 5.6, over 50 percent of the group of senior high school graduates enjoyed commercial sex services when they visited Thaniya.

The result is much higher than the mean rate, 27 percent figured in the previous surveys. However the percentage of university graduates, particularly Tokyo University graduates, is much lower than that of high school graduates. The result clearly shows differences between academic career and buying commercial sex.

Two reasons for the differences can be suggested. Firstly, since many university graduates are the elite of governmental authorities or private enterprises, they may be conscious of their reputations and are careful not to give any bad image to their respective authorities or enterprises through their inappropriate behavior. High school graduates often work in the second and lower positions, they tend to lack such consciousness that the elite have. According to 1970's report conducted by an educational investigation commission of OECD, the hierarchy of Japanese society was settled by one's educational career, not by one's birth (Asahi Shimbun 1995: 126). A Japanese sociologist, Nakane states that Japanese social promotion does not depend on their family but on the group they belong to. Further, what grade of group a Japanese would belong to in the society is deeply related with one's school background. The University of Tokyo has maintained the top status in both educational and social hierarchy (Nakane 1972: 104-111).

Secondly, since well-educated persons are generally more interested in obtaining knowledge and information than less-educated persons, university graduates are well versed in STD (Sexual Transmitted Disease) or HIV/AIDS contracted by commercial sex, compared with senior high school graduates. This tendency is pointed out in the Munakata survey report*⁴ (Munakata 1993b: 79-88).

f) Smoker and non-smoker

Table 5.7 Smoking and buying sex

	Number persons	of Enjoyed commercial sex	Percentage
Smoker	112	46	41.1
Non-smoker	118	19	16.1
Total	230	65	23.3

This was not an item of the survey at first, however as Mr. Y was conducting careful observation of Japanese involved in buying commercial sex services, he noticed that many of those were smokers. Actually a surprising result was obtained in this survey. At first glance, there does not seem to be a connection between buying commercial sex and smoking. However, the number of Japanese smokers who bought commercial sex at Thaniya was 2.5 times as many as that of the group of non-smokers. According to Mr. Y's observation, most of the smoking group are heavy smokers. They told him that they could not quit smoking even though their colleagues and families were disgusted by them.

Recently non-smoking campaigns have grown popular more and more in many cities including those in Japan. In fact, the lack of manners of smokers has often become the target of criticism in recent years in Japanese society. Japanese smokers are likely not to pay attention to others whenever and wherever they smoke. Most do not mind throwing

cigarettes stubs away on public roads after smoking. Train station workers used to clear away abandoned cigarettes as their routine. Nowadays many stations allow smokers to smoke at only limited places, but smoking on the road has not been prohibited yet in Japan. We can see many smokers smoking on crowded streets. They almost forget they are walking with fire, which is small but might hurt others or cause damage to others' belongings.

From these circumstances, it is generally regarded that smoking in public is against etiquette in urban societies. Buying commercial sex is generally regarded as an immoral activity as well. Thus, neither smoking in public nor buying commercial sex services is an act of a sensible person. In a sense, this survey result may rather be understandable.

5.2 Survey-2 Thaniya Hostesses

5.2.1 Method of the survey

Mr. Y and the author conducted personal interviews with 40 Thai hostesses working at nine *karaoke* houses at the Thaniya entertainment area. Mr. Y was the main interviewer and the author participated in interviewing several times in this survey. Interviews were conducted carefully not to give the hostesses a hint that they were being interviewed. This was in order to obtain honest responses and observe hostesses' behavior as they were. Both Mr. Y and the author visited *karaoke* establishments as clients, picked hostesses as ordinary clients did, and enjoyed *karaoke* for a couple of hours. It was surprising that a woman client was seemingly welcomed at some establishments and allowed to pick a hostess to be accompanied. We prepared several questions on

birthplace, age, family condition, education background, remittances to their parents, commercial sex services, and so on. We put these questions into casual conversations with the hostesses. Because of the method of this survey, it took six months for us to interview forty hostesses from October 1998 to March 1999.

The limitation of this survey was the language. Both of Mr. Y and the author were able to exchange simple conversations in Thai, but when the talks became a little complicated, we could not help but feel the limitation of taking the interviews deeper into personal matters with our limited Thai vocabulary. Despite our limited ability to conduct deep interviews, our poor Thai ability allowed an unexpected efficiency by letting down the hostesses' guard towards personal questions. As most of the hostesses might think that we were making an effort to communicate with them, they were mostly pleased to answer our questions that otherwise might have seemed too personal.

5.2.2 Results of the interviews

a) Establishments and hostesses

There are about three hundred establishments at the Thaniya entertainment area. As explained in the Chapter 4, all the establishments can be divided into three types: 1) luxury *karaoke* houses where the hostesses never accept a date with customers, in other words, they never offer or accept commercial sex services; 2) *karaoke* houses where some hostesses are ready for a date, or a commercial sex service, the others are not available; and 3) disguised *karaoke* houses where commercial sex workers are waiting for customers for the night.

Mr. Y mainly uses nine establishments for escorting his business clients. Table 5.8 details the name of the establishments we visited to interview hostesses. Among the nine establishments, Bunny Club, Elysee, Juno Club and Pocky Club allow or encourage the hostesses to make extra income through commercial sex services. Juno Club and Pocky Club obviously try to solicit Japanese customers for commercial sex services by allowing hostesses to wear suggestive clothing. Empress, Marcopolo, Club Sachi, and Rokumeikan (with a few exceptions as described in Chapter 4) do not let any hostesses accept a date with customers. Some hostesses are ready for commercial sex services at Yuka.

Table 5.8 *Karaoke* establishments and number of hostesses interviewed

Establishment Name	No. of hostesses	Characteristics of The establishments	Commercial sex
Bunny Club	5	<i>Karaoke</i> compartments	Available
Elysee	3	<i>Karaoke</i> lounge	Available
Empress	3	<i>Karaoke</i> lounge	No
Juno Club	2	Hostesses change clothes to underwear, nurse uniform, airline uniform, and others as requested by customers	Available
Marcopolo	2	Luxurious <i>karaoke</i> compartments	No
Pocky Club	5	Hostesses wear Japanese high school uniform on Wednesdays and Sundays	Available
Club Sachi	1	<i>Karaoke</i> compartments	No
Yuka	10	<i>Karaoke</i> compartments	Available
Rokumeikan	9	Luxurious <i>karaoke</i> compartment and lounge	Seemingly no
Total	40		

b) Age distribution

Table 5.9 Age distribution of the forty hostesses

Age	Number	Percentage
-19	5	12.5
20-24	23	57.5
25-29	8	20.0
30-	3	7.5
No answer	1	2.5
Total	40	100.0

90 percent of the hostesses were concentrated in the age group under thirty. Furthermore, 70 percent of the women were under 25 years old, and 57.5 percent of the whole were aged between 20 and 24. There were five women who answered that they were 19 years old. Some of them might be younger than 19, even if so, they would be instructed by their managers that they answer they are 19 years. This is because of the latest Prostitution Prevention and Suppression Act, in which a severer punishment is settled against those who buy sex services from women under 18 years old.

In comparison, Boonchalaksi and Guest's survey results show that 75 percent of the 54 women, whom they interviewed at massage parlors in

Bangkok in 1992, were aged 25 and under, and 89 percent of the whole were 30 and under (1994: 57). Both the results show similar age distributions although the types of the establishments are different. Analyzing the results, the table shows that the majority of the women working in sexual entertainment sector in Bangkok are aged 25 and under. In contrast, the percentage of those aged 30 and over will considerably diminish.

c) Birthplace

Table 5.10 Birthplace

Region of birthplace	Number	Percentage
Bangkok	12	30.0
Vicinity of Bangkok	2	5.0
Central	1	2.5
Eastern	3	7.5
Western	0	0.0
Northeastern	11	27.5
Northern	8	20.0
Southern	1	2.5
No answer	2	5.0
Total	40	100.0

About 80 percent of the sample hostesses came from the three regions; Northern, Northeastern and Bangkok area. That many young women migrate from Northern and Northeastern to Bangkok is verified in the survey results. Comparing similar surveys done by Phongpaichit, and Boonchalaksi and Guest as shown in Chapter 3, however, the proportion of the women born in Bangkok is larger than those from the North and North East. In both of Phongpaichit, and Boonchalaksi and Guest's surveys, the proportion of the women from Bangkok was included in that of the region of the Central Plain, up to 20 percent. Meanwhile, our survey result obtained that 30 percent of the whole sample was occupied by those born in Bangkok.

Several reasons why there are more women from Bangkok can be hypothesized. Firstly, the Thaniya entertainment place is rarely popular among Thai people even in Bangkok, much less in the rural districts, since it is categorized as a Japanese-only spot. Jobs at Thaniya, thereby, are not easy to find among those not staying in Bangkok for a certain period. Secondly, owners and managers of massage parlors generally have connections with agents who recruit young women and supply them to massage parlors. Agents are acting in villages in Northern and Northeastern Thailand, and recruit young rural women in exchange for an advance pay to their parents. Many masseuses, therefore, go directly from the hometowns to Bangkok to work as massage girls (Phongpaichit 1982: 15, Boonchalaksi and Guest 1994: 59). In a sense, the women working at Thaniya might be less controlled or pressured than those working at massage parlors.

d) Remittances to family

Table 5.11 provides the number of the sampled hostesses divided into the regions of birthplace, as well as the number and the proportion of those made remittance to their parents.

Table 5.11 Remittances to family

Birthplace	Number	Number of Remitting	Percentage
Bangkok	12	2	16.7
Northeastern	11	7	63.6
Northern	8	5	62.5
The others	9	2	22.2
Total	40	16	40.0

More than 60 percent of the hostesses whose hometowns were in Northern and Northeast districts respectively answered that they made remittance to their parents. The proportions were much higher than those in the other regions. These figures indicate that the daughters' obligation in the two regions remains much stronger than any other district in the nation. For example, when interviewing, one from the Northeast replied that she remitted 2,000 baht every month to her parents. Another from the Northern sadly said to us that her mother complained to her about insufficient remittance. Meanwhile, only 16 percent among those who were born in Bangkok provide economic support to their parents. The difference can suggest a gap of young women's consciousness towards

working between urban and rural: working for their parents under the pressure of daughters' obligation and for satisfaction of their own demands.

e) Educational background

Table 5.12 Number and percentage distribution of educational background

Academic level	Number	Percentage
Primary	24	60.0
Lower secondary	10	25.0
Upper secondary	3	7.5
No answer	3	7.5
Total	40	100.0

The largest proportion of the hostesses finished only primary education. Only 25 percent of the whole studied up to lower secondary schools. This value is a little higher than the 16.7 percent obtained by Boonchalaksi and Guest's survey results (see Chapter 3), but much lower than the 39 percent reported in "World Education Report 1996" by UNESCO (Japanese Economic Planning Agency 1997: 245). All of the three hostesses in the section of upper secondary replied that they were studying at universities. Two of them had been working at the same luxury *karaoke* lounge where commercial sex services were never

presented. The other, who was working for commercial sex services, responded that she was a student of Ramkhamhaeng University.*⁶ We did not have clear answers from them whether they were working at Thaniya for their study or just for better pay as a part time job. No relation could be found between educational background and birthplace. In conclusion, the numbers obviously show that poor educational background is still one of the motivating factors that lead young women into the sexual entertainment sector.

f) Home background

Table 5.13 Marital status of the hostesses' parents and themselves

Characteristic	Number	Percentage
Ever had any problem in family	20	50.0
<i>Details of the problems</i>		
Parents are separated or divorced	8	20.0
Both or either of parents are dead	6	15.0
Ever married	7	17.5
Have children	2	5.0

Such questions, as they are very personal, must not be difficult to answer, but 36 of the forty made some responses. As Table 5.13 indicates, it is rather surprising, but nevertheless true, that half of the hostesses

had problems concerning family matters. When the problems were sorted according to characteristics, it was clear that some hostesses have been involved in two or three problems in their lives.

The followings are the stories of those who have ever married:

- A 25 year-old hostess divorced and her ex-husband took their child away from her.
- A 25 year-old hostess divorced because her husband had not tried to find a job and often beat her.
- A 20 year-old hostess had married a Japanese man, but he has gone to Japan alone.
- A 23 year-old hostess ran away from her husband with her child. Her parents were divorced as well.
- A 19 year-old hostess, who had been a commercial sex worker before but not at present, had a pregnant 17-year-old sister. She noted that her younger sister had stayed with a Japanese customer and been given monthly allowance, but she was abandoned soon after he became aware of her pregnancy.

Seeing these circumstances, many of them have likely grown up in families lacking the parents' attention to the children. The lack of family education could be one element that pushes the young women into the sexual entertainment sector to make earnings enough to become independent of their parents, or take care of them as well.

g) Commercial sex services

Table 5.14 Relations between characteristics of *karaoke* establishments and the women involved in commercial sex services

Character Establishments	of Number hostesses	of Number hostesses earning from commercial sex services	of Percentage
Commercial sex services available	25	21	84.0
Not available	15	0	0.0
Total	40	21	52.5

Table 5.15 Establishments and commercial sex services

Establishments*	Number of the hostesses interviewed	Number of commercial sex worker	Average frequency of commercial sex services (a week)
Bunny Club	5	4	3.50
Elysee	3	3	1.67
Juno	2	2	1.25
Pocky Club	5	5	4.00
Yuka	10	7	1.43

* The listed establishments allow or encourage the hostesses to earn extra earnings from commercial sex services offered by the clients.

Whether the hostesses are involved in commercial sex services or not apparently depends on the character of the establishments. Some places allow all the hostesses to make extra earnings from commercial sex services requested by the clients, others do not. 21 women of the 25 working at the former type of establishments answered that they served commercial sex, but the average frequency of commercial sex services was different according to establishments. As described in Chapter 4, Bunny Club employs more than one hundred hostesses and most of them are ready for commercial sex services, while Pocky Club performs a special service to solicit Japanese men. In this way, the establishments have their own reputations, and Japanese clients who are familiar with the characters of Thaniya establishments likely select an establishment to escort their business clients for the night according to their tastes: desire or not for commercial sex services.

Since it is quite natural that the women working at the latter type of establishments have never served any commercial sex services, we asked questions in a different way, "What will you say if you are asked for a date by Japanese clients?" Many of them answered "no", but some of them replied that she would accept if he were her type. The interview should be evident that commercial sex services have already become a very popular service at Thaniya *karaoke* establishments.

5.3 Concluding Remarks

This study's results show that Thaniya is still a common place for *settai*, or corporate entertainment. It is still customary for Japanese resident officers to invite their visitors to drink at Thaniya. In this survey,

72.3 percent of the visitors whom Mr. Y offered to escort to Thaniya accepted his offer. Among the 27.7 percent, the 26 persons who did not accept his offer, only three definitely refused because they did not like to visit such a place. The other seven persons refused his offer because their superiors, who were accompanied with them, decided not to go to Thaniya. This reflects a typical feature of Japanese corporate culture: inferiors are supposed to obey their superiors' decision.

Among those whom Mr. Y escorted to Thaniya, 28.3 percent of them bought commercial sex services. There are no significant differences in the conditions of marital status and age distribution among the Japanese men who bought commercial sex services. However, noticeable relations are found in the two surveys between buying commercial sex services and education career, and smoking. The percentages of those buying commercial sex services of university graduates and high school graduates are 23.7 percent and 52.2 percent respectively. Those of smokers and non-smokers are 41.1 percent and 16.1 percent respectively. Both surveys indicate significant differences in the results.

According to a survey in 1991, conducted by HIV research group in the Ministry of Health and Welfare of Japan, the percentage of Japanese men who enjoyed commercial sex services when visiting abroad was 21 percent as the mean, while the percentage of those aged forty and over went up to 25 percent (Munakata 1993b: 86). Another observation conducted by a feminist group in Japan shows that 23.5 percent of 2500 Japanese men have enjoyed commercial sex services when they made a business trip abroad. The figure was not influenced by their marital status (Yomiuri Shimbun June 3, 1998). Mr. Y's observation showed 28.3 percent from the same survey. From these figures, it can be seen that one in every three or four Japanese men tend to enjoy commercial sex services

when they go abroad on business trip, and the tendency is not influenced by their marital status or age distribution but is varied according to their moral nature or sense of value.

It is often said that Thai people are friendly to anyone in general. It was great help that almost of all the hostesses we interviewed replied to our personal questions in a friendly manner, even though only a few of them replied using more than their nicknames. The survey result is likely to reflect the significant characteristics of young-women migrants into the Thai sex industry that has been discussed for a long period. Firstly, at least half of them have had family problems, such as divorce or separation of themselves or their parents. Secondly, their education background was poor, poorer than the average of the whole nation as reported by UNESCO. Lastly, many of them, especially those from Northern and Northeastern districts, make regular remittances to their families. These are the points that Phongpaichit, and Boonchalaksi and Guest have already signified in 1980 and 1992 respectively. Seeing as almost the same tendency as the previous ones appeared in our survey at Thaniya during 1998-9, little improvement seems to have performed during these two decades in this regard.

Seeing the Thaniya entertainment area from one side, as described in Chapter 4, the place is modeled after Ginza nightclub district for only Japanese *shayo-zoku*, or expense-account spenders, even though the appearance of Thaniya has been shifting to a place for sexual entertainment recently. However, observing from the other side, from the perspective of hostesses, Thaniya seems to be just one of the sexual entertainment areas in Bangkok, where young and poorly educated women from poor families are gathered in order to earn enough to support parents or make their own living.

Notes

1. Extra-governmental organizations are directly managed by the Japanese ministries, however the workers are not in official status. These organizations are established in order to cover relating tasks and surveys planned by the head ministries. Some are run by the annual budget of their head ministries while others are run by their own budget.
2. 'Business bachelor' is a businessman living alone in the place where he is transferred even though he has a family to live with. There are many Japanese business bachelors inside and outside Japan as well. The reasons are that his family disagrees to move, a couple has old parents to take care of, their children have to stay for further education, and so on.
3. Regarding education continuance rate in Japan, the percentage of students who went on to senior high schools exceeded 90 percent in 1975 and it has stayed at about 95 percent for both male and female students in recent years. The percentage of students continuing on to universities has been about 40 percent for males in these two decades, while it has been increasing from 12 percent up to 24 percent for females in the same period (Report made by Ministry of Education, Japan, quoted in *Japan Almanac 1998*).
4. Munakata's survey shows white-collar Japanese had knowledge and information of HIV/AIDS more correctly and clearly than those of blue-collar. For instance, to the question, "How much do you get information about HIV/AIDS?" more than 50 percent white collar Japanese answered, "I have sufficient knowledge", while, only about 20

percent of blue collar answered the same (1993b: 79).

5. The first open university in Thailand established in 1971. They have no entrance examination. Total enrollment was 238,984 as of 1995 (Thailand in Figures, Alpha Research Co.,Ltd. 1997-1998: 101).

