

## Abstract

The study of "Host : "service provider" in lady's club" is aiming at analyzing the main conditions and decision making process of becoming a professional host. The study includes the socialization process and the adaptation process of the host to the working condition and everyday life. The study includes the prospects of the host profession and also the future of the Lady's club.

The research methodology of this study is qualitative in nature. The in-depth interview and participant observation were used as means as data collecting at the Lady's club in Bangkok. The data were mainly from 16 hosts as key informant

The study points out some important process and conditions as follows.

The first stage before entering the profession : There are a wide range of men who are interested in this job. Mainly they are concentrate on 4 groups (1) those who already finished high school and were unable to continue their study become of financial shortage. (2) those who has quit from there previous jobs because of several reasons such as overloaded responsibilities, financial problem, disagreement with colleagues. (3) those who already have job at the same time while working as host. This group is only a few. They want to gain money as much as possible to fulfill their aim of obtaining property or vehicles. (4) Those who were bankrupted and decided to be host in order to pay their dept.

Apart from the above background detail, the study also points out that the 4 groups have the similar expectation from the profession that is "money" to fulfill their goal and improve their living condition. While some host want to gain certain experiences.

The second stage is the stage of entering the occupation. After these men has completed their self-justification of taking job and alleviate the pressure from the negative labeling from the society. The socialization of these men is another condition to change the attitude forwards their profession to be positive and then encourage them to enter completely into this job.

According to the everydaylife of the host, the study shows that most of the hosts always work at night. During daytime they will spend time sleeping and rest. Then they will start working around 9.30 p.m.. The after work activities of the host, is usually going with their our group to do shopping, fishing, water-sporting or gambling.