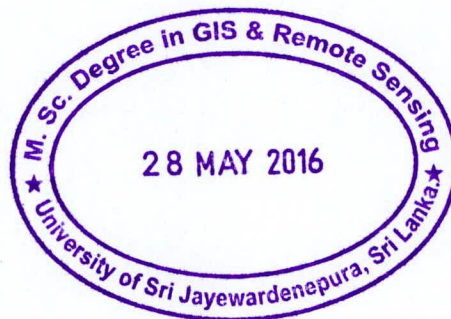


SPATIAL ANALYSIS ON THE LOCATING OF MASSAGE CENTERS IN COLOMBO SOUTH

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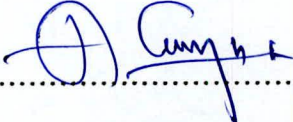


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DECLARATION OF THE CANDIDATE

I do hereby declare that work described in this thesis was carried out by me under the supervision of Prof. RMK Ratnayake and Dr. Shirantha Heenkenda report on this thesis has not been submitted in whole or in part to any University or any other institution for another Degree/Diploma.

Date 20th March 2016


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Spatial Analysis of Massage Centers in Colombo South

A P D S Aththaragama

ABSTRACT

In Sri Lanka, massage centers are indulging to a great extent in activities which are not legal in any form such as prostitution. This is only done in order to gain extra income and attract more number of customers to the massage centers thereby making it more famous and popular among the masses. Massage centers are places where one can attain effective therapies and treatments as they are similar to the spa centers. In Colombo as well, these centers work only because of their immense popularity and need demonstrated by the tourist especially.

These also provide wellness treatments, acupuncture and counseling sessions on nutritional needs of the person along with giving effective massages. Different types of massages include deep tissue, shiatsu, Thai and aromatherapy and many more of the same kind. Recently, it has been a buzz that these massage centers is getting engaged in many illegal activities. One among the many includes prostitution. The owners are indulging in such activities by employing mostly females in their massage parlors. There are quite a few reasons attached with this kind of a nuisance.

The primary reason for engaging in unlawful activities is to earn money and fame. The drive to earn an extra is always what all businesses look at, especially the massage centers in Bangalore. Apart from the normal amount charged for the massages, these centers charge an additional fee for delivering those extra services. They earn fame by the word of mouth advertising, which is done by those who visit these places often and have availed the services.

All these illegal tasks are carried out behind the curtains so that no one comes to know about it. Another major reason is to attract more number of customers to the massage parlors. Some people are mostly interested for such extra services and are even ready to

pay an extra fee for it. In short, this helps in curbing the attention of more people thereby generating huge amount of revenue.

Females do get involved in prostitution in order to fulfill their basic needs and earn their livelihood. So, it works well as an additional income source for them and for the business as a whole. These parlors run under the name of spa centers so that it gets difficult for people to know about the illegal activities carried out inside it. This is against the law to hire girls for engaging in any kind of sexual activity in a place which is just established to offer massaging services and different therapies to the customers. massaging services center workflow and technology requirements are complex.

The primary focus of a massaging services center is to analyze suspicious activity reports and the effect to the society. Geographic information system (GIS) technology fully supports to the find out risk analysis and workflow, resulting in the ability to rapidly process and disseminate actionable knowledge, collect feedback, and quickly share updated information. This is accomplished by using a flexible exchange platform supporting interoperability with other systems. It relies on open standards that enhance situational awareness by fusing disparate information with its common reference geography. The purpose of this project is to analysis and discuss how GIS technology supports to find effect of illegal massaging services

Keywords GIS, internet technology, mapping platform, Web application, illegal massaging Centers, Analyzing

CHAPTER ONE

INTRODUCTION

1.1 Background

Sri Lankan body massage is famous for their soothing sanctuaries and relaxing treatments that will rejuvenate mind, body and soul. There are well-known medical board registered Ayurvedic body massage parlors available in every part of the country which are provide better service for their customers (Figure 1). But there are many illegal massages parlors operating in the country by violating rules and regulations. Illegal massage parlors have proliferated across the country in recent years and now make up a significant share of the sex industry in several major cities.

Though there are few illegal massage centers been closed down and charged against the owners still there are thousands of massage centers operates. As police says those massages centers operate as legal massage centers but they provide illegal sexual activities secretly. Therefore, it is hard for them to detect these illegal massage centers.

Currently those illegal massage centers are highly famous among the young generation since they could easily get the service they wish from those centers without spending vast measure of cash. There are number of illegal sexual activities offering for the customers in those illegal massage centers and owners of those centers pay high pay for the young ladies who are working in those focuses which drove more young ladies to works in those centers. Due to this illegal massage center entire Sri Lankan society facing to plenty of problems such as sexually transmitted diseases, increasing the number of women's working in those centers due to the high salary they receive, addicting to those centers etc...

Most of the girl's working in those centers been abused or raped and forcefully introduced to those centers and they have never trained under doctor about massage of they are not registered under any government authority. There are popular and well-known Ayurveda massage center available in the country which are genuinely provide massage services under supervision of the medical doctor and well trained therapist provide better service.

Due to illegal massage centers those genuine massage centers also facing various problems since clients expect what they experienced in the illegal massage centers.

1.2 Research Problem and Justification

Fast growing of illegal massage centers is a burning issue to address since it effect lots of sensitive areas of the society and also this effect for the tourism industry of the country.

One of the major problems is this guide to increase probability of sexually transmitting diseases. Even though this became as a major problem in the country there is no any proper method to monitor those massage centers or there is lack of study carried out regarding this problem.

Owners of this massage centers targeting group of people and they study the area to find out the most suitable place to start a center in order to hide it real picture from the police and the government and to attract more clients regularly.

1.3 Research objectives

Geographic information system (GIS) technology fully supports to do a analysis and run in workflow, resulting in the ability to rapidly process and disseminate actionable knowledge, collect feedback, and quickly share updated information. This is accomplished by using a flexible exchange platform supporting interoperability with other systems. The purpose of this project is to discuss how GIS technology supports find how much effect illegal massage centers to the public and their family risk.

According to the details more numbers of leading hotels located in this area resulting you will find more numbers of tourist in general area. This is the one of the reason to study the current situation regard to the find long term impact to young generation.

1.4 Importance of study

Lack of researches conducted for proposing better solution to reduce the number of illegal massage center and find out the impact of those to the society. Most of the illegal massage center are registered under medical board for providing medical massages but secretly they provide sexual activities for clients therefore it is really hard to detect those illegal massage centers, so this study helps decision makers, government officers, police and other required personal to reduce the impact to the society without just searching and closing down the illegal massage centers.

This study shows how those illegal centers effect to the surrounding areas and how much those massage centers are affecting the day to day life of the surrounding personals. In Colombo south you will find every religion peoples and every class of populations. This area is highly urban and popular leading schools located around the Colombo south.

1.5 Objectives

Main Objective of this study is to identify spatial distribution patterns of the illegal massage centers and to develop system to generate details map of availability, risk estimation and the socio impact generating using GIS tools. A number of secondary objectives will be met. They are;

- 1.** To identifying the most vulnerable surrounding schools due to massage centers.
- 2.** To Collecting and developing a Geo-database about suspect illegal massage centers.
- 3.** To Develop ArcGIS model builder to generate risk maps automatically according to different user requirements.

CHAPTER TWO

LITERATURE REVIEW OF MASSAGE CENTERS

2.1 Introduction

Many GIS applications have been developed and planned to analysis the effects of massage centers. Although the literature covers a wide variety of such theories, methodology and result, this review will focus on major themes which emerge repeatedly throughout the literature reviewed. This research will primarily have focused on their applications develop to prevent and find out the effect in real situations.

This study aimed to assess the effects of massage centers, spa therapy in Sri Lanka targeting local and tourism industry. This study will identify the profile of massage spa in terms of type of ownership, length of years in the business, type of spa and different spa services offered; to assess the effects can be harm local citizens; and propose a plan of action based on the results of the study.

Literature reviewed find out what are the descriptive method was used in the study. Results showed that the type of body massage and effect and studies carried out varies agencies in the globally. The overall assessment of the respondents on the benefits of massage centers and how end result effects to the public sector.

2.2 Type of massages

According to liturgy surveyor there are several type of massage available in Globally, Some of the massages are, Acupressure, Anma massage, Aquatic bodywork, Ashiatsu, Balinese massage, Bowen technique, Breema, Biodynamic Massage, Champissage massage, Craniosacral therapy, Esalen massage, Foot massage, Hilot massage, Infant massage, Kum Nye, Lomilomi and indigenous massage of Oceania, Lymphatic drainage, Medical massage, Metamorphic Technique, Myofascial release, Pediatric massage, Postural Integration, Prostate massage, Reflexology, Shiatsu, Sports massage, Stone massage, Structural

Integration, Swedish massage, Tantric massage, Thai massage, Traditional Chinese massage, Trager approach, Trigger point therapy, Tuina, Watsu.

2.3 What is Body massage and when it was started

According to the Wikipedia describe Archaeological evidence of massage has been found in many ancient civilizations including China, India, Japan, Korea, Egypt, Rome, Greece, and Mesopotamia. BC 722-481: Huangdi Neijing is composed during the Chinese Spring and Autumn period (the beginning of recorded history). The Nei-jing is a compilation of medical knowledge known up to that date, and is the foundation of Traditional Chinese Medicine. Massage is referred to in 30 different chapters of the Nei Jing.

It specifies the use of different massage techniques and how they should be used in the treatment of specific ailments, and injuries. Also known as "The Yellow Emperor's Inner Canon", the text refers to previous medical knowledge from the time of the Yellow Emperor (approx 2700 BC), misleading some into believing the text itself was written during the time of the Yellow Emperor (which would predate written history). BC 700 BianQue, the earliest known Chinese physician uses massage in medical practice.

2.4 Modern times body massage centers

China: Massage has developed continuously in China for over 5000 years. Western ideas are considered within the traditional framework. It is widely practiced and taught in hospital and medical schools and is an essential part of health maintenance and primary healthcare.

United States: Massage started to become popular in the United States in the middle part of the 19th century and was introduced by two New York physicians based on Per Henrik Ling's techniques developed in Sweden.

During the 1930s and 1940s massage's influence decreased as a result of medical advancements of the time, while in the 1970s massage's influence grew once again with a

notable rise among athletes. Until the 1970s, nurses used massage to reduce pain and aid sleep. The massage therapy industry is continuously increasing, with a projected 19% increase between 2008 and 2009. U.S. consumers spend between \$4 and \$6 billion on visits to massage therapists, as of 2009.

United Kingdom: Massage is popular in the United Kingdom today and gaining in popularity. There are many private practitioners working from their own premises as well as those who operate from commercial venues.

Massage in sports, business and organizations: Massage developed alongside athletics in both Ancient China and Ancient Greece. Taoist priests developed massage in concert with their Kung Fu gymnastic movements, while Ancient Greek Olympians used a specific type of trainer who would rub their muscles with oil. Pehr Ling's introduction to massage also came about directly as a result of his study of gymnastic movements.

Medical Massage is a controversial term in the massage profession. Many use it to describe a specific technique. Others use it to describe a general category of massage and many methods such as deep tissue massage, myofascial release and trigger point therapy as well as osteopathic techniques, cranial-sacral techniques and many more can be used to work with various medical conditions. Massage used in the medical field includes decongestive therapy used for lymphedema which can be used in conjunction with the treatment of breast cancer. Light massage is also used in pain management and palliative care. Carotid sinus massage is used to diagnose carotid sinus syncope and is sometimes useful for differentiating supraventricular tachycardia (SVT) from ventricular tachycardia. It, like the Valsalva maneuver, is a therapy for SVT. However, it is less effective than management of SVT with medications.

This article review that Body massage comes in early stage and systematic review found single applications of massage therapy "reduced state anxiety, blood pressure, and heart rate but not negative mood, immediate assessment of pain, and cortisol level", while "multiple applications reduced delayed assessment of pain"