



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติของนักศึกษาด้านมนุษยศาสตร์และสังคมศาสตร์ ครั้งที่ 2

วันที่ 19 มกราคม 2562

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The Comparison of Cabin Crew's Qualifications in Three Continents*

Kannawee Dacharun¹, Angvarrah Lieungnapar²

¹Business English Program, Suan Sunandha Rajabhat University

E-mail: s58123405095@ssru.ac.th

²Business English Program, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University

E-mail: angvarrah.li@ssru.ac.th

Abstract

This article reports on the comparison of cabin crew's qualifications due to the fact that the aviation industry is one of the fast growing business nowadays and also the competition in labor market is getting high. It can be seen that there are thousands of airlines in the world and each one is unique. Also many people do not know that how differences and similarities they are. After analyzed by comparing 30 cabin crew job advertisements from three continents, the investigation found that the basic qualifications of most airlines were similar and some airlines also required some special requirements. The stand out result was the English language; it was required the most and followed by other qualifications that necessary in this career such as height, positive attitude, TOEIC score, swimming, interpersonal skills, and other special requirements. The European airlines are mostly looking for people who enable to speak other language not just an English. In the Asia, English is the most required following by height, attitude and interpersonal skills. Many airlines in America are giving the chance to their citizen to apply first and looking for people with some experiences. This study would help some people who are looking for a job as cabin crew to know more how they can improve and prepare themselves to meet the requirements of each airlines.

Keywords : Cabin crew, Airlines, Continents, Qualification

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บทคัดย่อ

บทความนี้รายงานเกี่ยวกับการเปรียบเทียบคุณสมบัติของพนักงานต้อนรับบนเครื่องบิน เนื่องจากอุตสาหกรรมการบินเป็นหนึ่งในธุรกิจที่กำลังเติบโตอย่างรวดเร็วในปัจจุบันและการแข่งขันในตลาดแรงงานเพิ่มสูงขึ้นอย่างต่อเนื่อง เห็นได้ว่ามีสายการบินมากมายทั่วโลกและแต่ละสายการบินมีเอกลักษณ์เฉพาะ ยังมีหลายคนที่ไม่ทราบว่าแต่ละสายการบินมีความแตกต่างและความคล้ายคลึงกันอย่างไร หลังจากการวิเคราะห์โดยการเปรียบเทียบจากคุณสมบัติที่สายการบินต้องการจากประกาศรับสมัครงาน 30 ประกาศ ใน 3 ทวีป พบว่าคุณสมบัติขั้นพื้นฐานของสายการบินส่วนใหญ่มีความคล้ายคลึงกันและบางสายการบินก็มีข้อกำหนดพิเศษ ผลที่พบได้ชัดเจนคือภาษาอังกฤษซึ่งเป็นสิ่งจำเป็นมากที่สุดและตามด้วยคุณสมบัติอื่น ๆ ที่จำเป็นในอาชีพนี้ เช่น ความสูง ทักษะคิดในแง่บวก คะแนนสอบ TOEIC สามารถว่ายน้ำได้ รวมทั้งทักษะด้านมนุษยสัมพันธ์และความต้องการพิเศษอื่น ๆ สำหรับสายการบินยุโรปส่วนใหญ่มองหาคนที่สามารถพูดภาษาอื่นได้ไม่ใช่แค่ภาษาอังกฤษ ส่วนทวีปเอเชียพบว่าภาษาอังกฤษเป็นสิ่งที่จำเป็นที่สุด ตามด้วยความสูง ทักษะคิด และทักษะด้านมนุษยสัมพันธ์ สายการบินหลายแห่งในอเมริกาเปิดโอกาสให้พลเมืองของตนสามารถสมัครมากกว่าชาติอื่น และต้องการผู้ที่มีประสบการณ์ การศึกษานี้จะช่วยให้ผู้ที่ต้องการเป็นพนักงานต้อนรับบนเครื่องบิน ได้มีความเข้าใจเพิ่มขึ้นเกี่ยวกับสายการบินต่าง ๆ เพื่อที่จะสามารถพัฒนาและเตรียมพร้อมให้มีคุณสมบัติตรงตามความต้องการของสายการบินและมีโอกาสที่จะสมัครเป็นพนักงานต้อนรับบนเครื่องบินได้ในอนาคต

คำสำคัญ : พนักงานต้อนรับบนเครื่องบิน, สายการบิน, ทวีป, คุณสมบัติ



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Introduction

The world in these present days is becoming smaller than the past. People are able to reach each other without taking very long time because of the amazing things that people made. It can be seen from the aviation industry which is one among fast growing business in the world because of people are traveling more often whether it be for economic or holiday, those are leading to expand the business even more and they also need more employees.

The statistics website name's Statista has shown the estimated annual growth rates for passenger air traffic from 2018 to 2037, by region. As a result of increasingly affordable flight rates and cheaper oil prices, passenger and cargo air traffic are estimated to grow substantially through 2037. Africa is the region where passenger air traffic is expected to experience the highest growth rate. Between 2018 and 2037, the airline industry is projected to increase its carriers' revenue passenger kilometers by about 4.7 percent. Commercial airlines stand to greatly benefit from the increased passenger demand in global air traffic. In 2017, there was an 8.1 percent growth in global air traffic passenger demand. The same year, commercial airlines worldwide generated combined revenue of 754 billion U.S. dollars. The United States is home to the world's busiest airport: Hartsfield-Jackson Atlanta International (IATA:ATL) enplaned more than 50.6 million passengers in 2017. Surprisingly, the United States scored a mere six in the 2017/2018 air traffic infrastructure quality ranking published by the World Economic Forum. Meanwhile, Singapore's air traffic infrastructure received a rating of 6.9 on a scale of 1 to 7, with 7 being the highest rating possible.

From above statistics can be seen that amount of people using the services from this business is becoming even more in each year. According to the world has many airlines in each continent. There are many of them are very good quality and have many rewards to guarantee their potentials. This shown that the competition of the business in the market is getting higher every day and it means that the competition of getting a job is growing as well. One of the keys that would help people to get the job easier is that they have to know what kind of person that company is looking for, whereas there are several airlines all over the world in these days and the problem is that many people do not know how differences and similarities they are.

This investigation will show the difference and conformity of cabin crew qualifications that required from each airline in three continents. It was investigated by using the information based on airlines in Europe, America and Asia to compare through criteria which are people skills and essential requirements in order to reflect that what airlines is possibly to join in the near future. People skill is defined as a set of skills enabling a person to get along with others, to communicate ideas effectively, to resolve conflicts, and to achieve



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personal or business goals. People skills are essential for business functions such as sales, marketing, and customer service and also important for all employees in order to ensure the smooth functioning of an organization. The definition includes the knowledge and abilities that are used to accomplish specific tasks and duties. All of these tasks required a variety of specific skills and abilities. They are acquired by your education and degrees or / and by work experience. It's assumed that preferable qualifications of each airline in each continent are slightly different depending on the job descriptions and duties. However, it's still worth recognizing the similarities and differences in order to help the ones who are interested in applying for the job prepare and improve themselves to meet the qualifications.

Keywords: Cabin crew, Airlines, Continents, Qualification

Purpose of the study

The purpose of this study is to investigate the differences and similarities of cabin crew qualifications from airlines in Europe, America and Asia in order to be useful for someone to make a decision for applying a job.

Methodology

1. Data Collection

The data used in this study were job advertisements of cabin crew which were collected from various websites.

1.1 Cabin crew job advertisements of airlines in Europe

10 job advertisements of cabin crew were collected from some official European airline websites and the rest from online websites. The 10 airlines are as follow;

- | | |
|----------------------|---------------------|
| 1) Lufthansa | 6) Aeroflot |
| 2) SWISS | 7) Air France |
| 3) Austrian Airlines | 8) Finnair |
| 4) Turkish Airlines | 9) Virgin Atlantic |
| 5) KLM | 10) British Airways |

1.2 Cabin crew job advertisements of airlines in America

5 Job advertisements of cabin crew from airlines in America were found on official American airline websites and other 5 job advertisements were selected from online websites. The 10 airlines are as follow;

- | | |
|----------------------|----------------------|
| 1) Spirit Airlines | 3) Frontier Airlines |
| 2) Hawaiian Airlines | 4) Porter Airlines |



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- | | |
|-----------------------|--------------------|
| 5) American Airlines | 8) Alaska Airlines |
| 6) Solairus Aviation | 9) WestJet |
| 7) Southwest Airlines | 10) Virgin America |

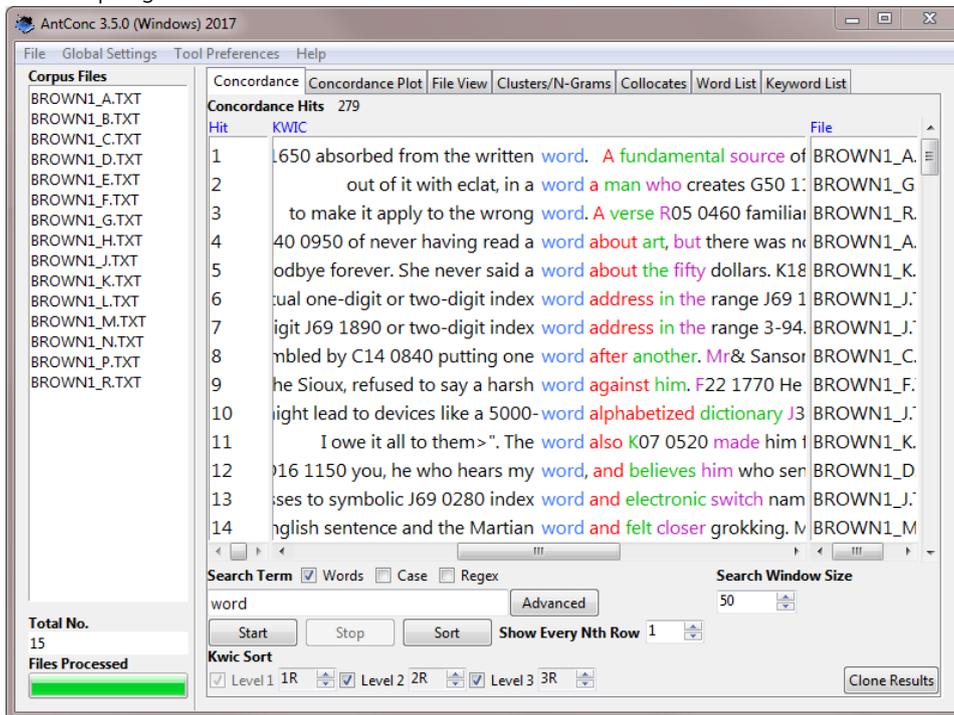
1.2 Cabin crew job advertisements of airlines in Asia

10 Job advertisements of cabin crew from airlines in Asia were selected from various websites. The 10 airlines are as follow;

- | | |
|-----------------------|------------------------|
| 1) Qatar Airways | 6) Oman Air |
| 2) Singapore Airlines | 7) Garuda Indonesia |
| 3) All Nippon Airways | 8) Bangkok Airways |
| 4) Emirates | 9) Etihad Airways |
| 5) EVA Airways | 10) Hong Kong Airlines |

2. Instruments

The data used in this research were analyzed by only one instrument which was AntConc (Laurence Anthony's Website). The following information is the main features and functions of the program.



- 1) **Concordance:** This will show you what's known as a Keyword in Context view (abbreviated KWIC, more on this in a minute), using the search bar below it.



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- 2) **Concordance Plot:** This will show you a very simple visualization of your KWIC search, where each instance will be represented as a little black line from beginning to end of each file containing the search term.
- 3) **File View:** This will show you a full file view for larger context of a result.
- 4) **Clusters:** This view shows you words which very frequently appear together.
- 5) **Collocates:** Clusters show us words which definitely appear together in a corpus; collocates show words which are statistically likely to appear together.
- 6) **Word list:** All the words in your corpus.
- 7) **Keyword List:** This will show comparisons between two corpora.

Note:

- * Antconc works only with plain-text files with the file appendix .txt (eg., Hamlet.txt).
- * Antconc will not read .doc, .docx, .pdf, files. You will need to convert these into .txt files.
- * It will read XML files that are saved as .txt files (it's OK if you don't know what an XML file is)

3. Data Analysis

In order to see the difference of cabin crew's qualifications in three continents, the researcher selected 30 advertisements of airlines around world which were 10 airlines from Europe, 10 in America and 10 from airlines in Asia to analyze by following steps.

1. Analyze frequency of words in a corpus by putting the information of advertisement from 10 airlines in each continent into the Antconc.

0	22	or
7	22	or
8	20	in
9	14	be
10	12	have
11	12	minimum
12	11	english
13	9	with
14	9	work
15	8	school
16	8	service
17	7	able
18	7	for
19	7	height
20	7	no
21	7	skills
22	7	-----

(Example of word and frequency)



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2. Categorize most frequent words that appeared in the Antconc into different categories.
3. Identify themes for example French and German were the words with high frequency, thus all of those words will be in other languages theme.

Results

In order to analyze data obtained from 30 cabin crew job advertisements from airlines in Europe, America and Asia. The results show the frequency of requirements that airlines expect from applicants.

Table 1: Words frequencies that appeared as the qualifications in cabin crew job advertisements which were 10 ads for each continent.

	Europe		America		Asia	
	Words (Most frequent words from 10 ads.)	Frequencies	Words (Most frequent words from 10 ads.)	Frequencies	Words (Most frequent words from 10 ads.)	Frequencies
1	English	11	Training	14	English	13
2	Height	7	Experience	12	Height	10
3	Language	6	Service	11	Attitude	5
4	Tattoos	5	High school	7	Education	5
5	Education	4	English	7	Interpersonal	5
6	Swim	4	Communication	5	Positive	5
7	Attitude	3	Team	2	Single	5
8	Nationality	4	Bilingual	3	TOEIC	3
9	Communication	4	Citizenship	3	Tattoos	3
10	Team	2	Height	3	University	3
11	Professional	3	Interpersonal	3	Military	2
12	Diploma	3	Tattoos	2		
13	Experience	5	Swim	3		
14	Training	5	Health	2		
15	Reach	12	Criminal	2		
16	Minimum	12				
17	Cm	6				
18	Visible	5				
19	French, Italian, Swiss, Dutch, German, Turkey, Spanish	1				

The words of qualifications of airlines in three continents from the table 1 can be identified into each theme as following



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Essential requirements

- Completed school education: high school, education, diploma, graduate
- Customer experience: experience, training,
- Height: height, reach, minimum, cm
- No visible tattoos: tattoo, visible
- Nationality: French, Italian, Swiss, Dutch, German, Spanish
- English: English, language
- Other language: French, Italian, Dutch, German, Spanish
- TOEIC score: test, TOEIC

People skills

- Teamwork: team
- Interpersonal skills: skill, interpersonal,
- Positive attitude: positive, friendly, flexible, attitude
- Swimming: swim

Special requirements: health, criminal, military

Table 2: Comparison of Essential Requirements from 30 cabin crew job advertisements of airlines in Europe, America and Asia

Continents	Essential Requirements							
	Completed school education	Customer experience	Height	No visible tattoos	Nationality	English	Other languages	TOEIC score
Europe (10Airlines)	9	2	6	6	3	10	5	1
America (10Airlines)	10	5	5	3	3	10	6	
Asia (10Airlines)	10		10	5	1	10	6	4
Total (30)	29/30	7/30	21/30	14/30	7/30	30/30	17/30	5/30

Air travel is bound to grow. As air fares get cheaper, more and more people will travel which will lead to airlines expanding. That doesn't mean that airlines will hire just anybody to fill that need. Top airlines have state of the art technology, the most comfortable designs, and they hire only the most efficient flight attendants.

For those reason, most airlines in Europe, America and Asia have to set the criteria of recruitment. It found that essential requirements are the basic standard for recruiting. The



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results shown that requirements appeared in high frequency from those 30 cabin crew job advertisements were education, English language, other languages, customer experience, height, nationality and no visible tattoos.

As shown in Table 1, English language was required the most in all airlines. Follow by completed school education which was one of the essential requirements of cabin crew required 29 out of 30 airlines from three continents. The height was also high requested in the qualifications. 17 out of 30 airlines were seeking candidates enable to speak other languages apart from English. No visible tattoos were required 14 out of 30 airlines. For the lowest frequency was TOEIC score which was 4 airlines required this test.

Table 3: Comparison of People skills from 30 cabin crew job advertisements of airlines in Europe, America and Asia

Continents	People skills			
	Teamwork	Interpersonal Skills	Positive Attitude	Swimming
Europe (10Airlines)	2	5	3	6
America (10Airlines)	2	6	1	1
Asia (10Airlines)	5	7	6	2
Total (30)	9/30	18/30	10/30	9/30

Apart from essential requirements that Airlines expected from candidates, there was another crucial skill for being a cabin crew. It was people skills which means a set of skills enabling a person to get along with others, to communicate ideas effectively, to resolve conflicts, and to achieve personal or business goals. People skills that were found from 30 job advertisements were teamwork, interpersonal skills, positive attitude and swimming.

It can be seen that 18 airlines from 30 airlines of three continents required interpersonal skills the most and the next one was positive attitude which was 10 airlines required this. In the 30 airlines was 9 of them were looking for applicants who enable to swim and other 9 airlines expected someone who can work as a team.



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Table 4: Comparison of Other special requirements from 30 cabin crew job advertisements of airlines in Europe, America and Asia

Continents	Other special requirements
Europe (10 Airlines)	2
America (10 Airlines)	8
Asia (10 Airlines)	6
Total (30)	16/30

For the other special requirements, it found that there were quite many airlines required something out of basic requirements which was 16 from 30 airlines.

Discussions

From the study found that if applicants have the following crucial basic qualifications, they will be possible to apply to be a flight attendant in three continents and many airlines around the world.

1. Must be graduated at least high school diploma
2. Ability to communicate in English
3. Must have the minimum height required by company
4. Interpersonal skills and good attitude
5. Service mind and hospitality

The differences of qualifications of airlines in each continent that were found in the research were.

Europe: for some airlines in this continent, they are looking for applicants who can speak other languages such as German, French and others. The applicants who enable to communicate with those languages will have more airlines on the lists to apply in the future.

America: airlines in the America mostly looking for their citizen first, whereas there are some airlines that open for other people. Some special requirements be asked as well for example the applicants must be able to lift up the heavy stuff as the company requires or they must not allergic some kind of beans and have sometime of sale or customer experiences.

Asia: from three continents, the airlines in Asia are looking for diverse people around the world and they have high set standard of recruitment. They are looking for people with



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service mind, positive thinking, good personality and appearance. They are mostly focused on height and ability of English. This might be because Asian people do not have a big body like Western or European, this lead to the minimum height that was set by the airlines. For some airlines such as Emirates and Qatar they just fix the minimum of height at only 160 cm, whereas the applicants must reach by arm up to 212 cm while standing on the tiptoes. The TOEIC test is needed for some airlines such as Singapore airlines and Eva Air. The minimum score for each airline is different; the applicants must check the information from the official website of the airlines.

According to the results, it can be summarized that the applicants who were allowed to apply to be a cabin crew need to graduate at least high school. For the English language, all airlines required the English language as a first language because there are the official language of 53 countries and spoken by around 400 million people across the globe. English language was utilized in a variety of fields such as communication, education, international relations, business, cultural exchange, and travel. Thus English language in this job is needed. Interpersonal skills were the vital qualification that will help cabin crew to deliver high set standard of service to passengers. Other languages were required in some airlines in case of passengers unable to communicate in English.

Another interesting point that was found in the research was TOEIC score (English test) which was requested the most from Airlines in Asia, it's assumed that the airlines need the test to make sure applicant's English skill because almost of Asian countries do not use English as their first language.

The important one in this career was the candidate's height, they have to be qualified this condition in order to work conveniently. Apart from reaching overhead compartments, in case of emergency that they have to reach the safety stuff which might be located in the high positions and able to assist all passengers in time. Some airlines also required the applicants who enable to swim; this was also because of safety condition.

The reason that many airlines did not expect the tattoos on cabin crew body might be because this career has to be with people all the time. Having good personality and appearance would make a great impression to passengers than showing something not appropriate.

Working with various passengers and different background of people, only education or languages were not enough. Therefore, having people skills would help the cabin crew to deal with their job even easier. It was also found that some airlines were seeking for cabin crew who enable to work closely to the animals, experienced in sale, able to lift up the heavy stuff, criminal or background check as well as health condition. For example nationality issue which was found in the airlines of America, candidates must be legally able



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to work in the USA. It seems like all of these special requirements are different, it depends on backgrounds and locations of each airline.

To recommend all the applicants that the total look or the way of grooming are vital for this job, the applicants must be well groomed when going to apply for a job and anytime when going to work. Also to inform that almost of all airlines in three continents were similar in basic qualifications to recruit new cabin crew whether it be people skills and others which necessary for this career. Only some airlines expected the cabin crew who can fulfill some special needs. Aside from having the interpersonal skills, being a good team player, enable to swim and others, it can be realized that English language is the first step for all applicants to practice and improve because it was the most required from almost of the airlines in the world. To work in the environment of different background of passengers and colleagues, it is strongly recommend that to practice the way of thinking by keeping positive and train yourself to have a good mindset. In order to qualify the need of airlines, it is extremely important to know styles and demand of each airline. Once the applicants knew themselves as long as the needs of the airlines, it will be possible to get the job.

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