

The Image of a Flight Attendant Career: A Case Study of High School Students in Bangkok, Thailand

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Abstract : The purposes of this research were to study the image of a flight attendant career from the perspective of high school students in Bangkok and to study the level of interest to pursue a flight attendant career. A probability random sampling of 400 students was utilized. Half the sample group came from private high schools and the other half came from public high schools. A questionnaire was used to collect the data and small in-depth interviews were also used to get their opinions about the image and their level of interest in the flight attendant career. The findings revealed that the majority of respondents had a medium level of interest in the flight attendant career. High school students who majored in Math-English were more interested in a flight attendant career than high school students who majored in Science-Math with a 0.05 level of significance. The image of flight attendant career was rated as a good career with a chance to travel to many countries. The image of flight attendance career can be ranked as follows: a career with a chance to travel, a career with ability to speak English, a career that requires punctuality, a career with a good service mind, and a career with an understanding of details. The findings from the in-depth interviews revealed that the major obstacles that prevented high school students from choosing a flight attendant as a career were their ability to speak English, their body proportions, and lack of information.

Keywords : flight attendant, high school students, image, media engineering

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