

## ESP Education for Flight Attendants

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### Abstract

*The purpose of this study is to provide some suggestions on developing the English for Specific Purposes (ESP) program for flight attendants and airline services major students. For this purpose, job duties and tasks which require English skills were extracted based on National Competency Standards(NCS) and by airline service specialists. After that, a survey was given to university students majoring in airline services to find out their perception on English skills needed for each duty or task extracted by specialists. Based on these survey results, the tasks and duties were ranked based on the requirement of English. The results show that English education for flight attendants or airline services major students was a crucial aspect for safety management and emergent situations.*

**Keywords:** Flight attendants, ESP, NCS, Job analysis

### 1. Introduction

Knowing English is crucial for airline services, especially when it comes to communicating with passengers during flight. In fact, students studying airline services and preparing to become flight attendants have strongly expressed the primary importance of knowing the English language [1][2]. Other research states that some students studying airline services in other universities have to take English class as part of their general major requirements [3][4]. However, instead of conversational English, they tend to focus more towards preparing for TOEIC or general English, so-to-speak [4].

Although the ESP (English for Special Purposes) is gaining more interest in fields like hotel management or tourism, it seems as if there is still a lack of studying the necessity of English in airline service [5]. In fact, there is no background research based on Job analysis for airline services. Therefore, the purpose of this research will focus on students preparing for airline services careers and the necessary prioritization of practical English with the academic background based on English for Specific Purposes (ESP) programs and NCS [6].

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## 2. Method

The ESP research requires a Needs Analysis and Job Analysis [7][8]. Furthermore, this research will 1) investigate the perception and need of ESP Education amongst those preparing to become flight attendants, 2) analyze the important duty of English in airline services with the background of an airline service specialist and NCS.

Job duties and tasks which require English skills were extracted based on National Competency Standards (NCS) and airline service specialists. After that, a survey was given to university students majoring in airline services to find out their perception on English skills needed for each duty or task extracted by specialists [Table 1].

Table 1. Example of specialists' opinion

	Task	Need of English skills (1-5)	speaking (1-5)	listening (1-5)	writing (1-5)	reading (1-5)
1. Security Management	Safety check(before Boarding)	4	4	4	1	1
	Safety check(before taking-off & landing)	4	4	4	1	1
	Safety check(in-flight)	3	3	3	1	1
	Safety check and security management(after landing)	3	3	3	1	1
	Responding to emergencies	5 high importance	5	5	1	1
	Safety announcement	5 high importance	5	5	1	5
2. Preparation for take-	Checking in-flight service item	3	3	3	1	1
	Checking in-flight service equipment	3	3	3	1	1
	Checking special service request	3	3	3	1	1
3. Passenger Boarding and preparation for take-off	Waiting to passengers' board	3	3	3	1	1
	Reconfirming boarding pass	5 high importance	5	5	1	2
	Seating arrangement	5 high importance	5	5	1	1
	Luggage arrangement assistance	4	4	4	1	1
	Special customer support	4	5	5	1	1
4. In-flight service	Beverage service	5 high importance	5	5	1	1
	Meal Service	5 high importance	5	5	1	2
	In-flight entertainment service	5	5	5	1	1
	Duty-free service	5	5	5	1	1

		high frequency				
	Checking aircraft cabins	3	3	3	1	1
5- 14 title omitted						

### 3. Results

Based on these survey results, the tasks and duties were ranked based on the requirement of English. The results show that English education for flight attendants or airline services major students were a crucial aspect especially for safety management and emergent situations.

Table 2. Mean, s.d. and ranking of the needs of English

	Task	mean	s.d.	ranking
1. Security Management	Safety check(before Boarding)	4.16	.976	42
	Safety check(before taking-off & landing)	4.47	.786	19
	Safety check(in-flight)	4.29	.895	29
	Safety check and security management(after landing)	4.20	.919	34
	Responding to emergencies	4.78	.471	1
	Safety announcement	4.78	.471	1
2. Preparation for take-	Checking in-flight service item	4.04	1.065	45
	Checking in-flight service equipment	4.09	1.104	43
	Checking special service request	4.09	1.083	43
3. Passenger Boarding and preparation for take-off	Waiting to passengers' board	4.31	.793	27
	Reconfirming boarding pass	4.49	.695	16
	Seating arrangement	4.51	.626	14
	Luggage arrangement assistance	4.27	.889	31
	Special customer support	4.62	.576	10
4. In-flight service	Beverage service	4.33	.674	25
	Meal Service	4.40	.654	23
	In-flight entertainment service	4.31	.733	27
	Duty-free service	4.47	.625	19
	Checking aircraft cabins	4.18	.936	38
5. preparation for take-off	Helping passengers fill out the form	4.49	.626	16
	Collecting in-flight supplies	4.22	.902	32
6.Preparation for landing	Passenger deplaning assistance	4.51	.549	14
	Special customer support	4.60	.618	12
7. Management after passenger deplane	Checking lost articles	4.20	.894	34
	Checking remained passenger	4.22	.902	32
	Inspecting cabin equipment	4.18	.886	38
	Taking over cabin supplies	4.29	.815	29
8. Management of emergency patient	Finding and reporting emergency patient	4.69	.596	5
	Initial management of emergency patients	4.71	.506	3
	Follow-up management of emergency patients	4.64	.570	8
	Reporting patient management	4.62	.650	10
9. Cabin management	Each crew's task assignment	4.18	1.007	38
	Information sharing among cabins	4.20	1.036	34
	Management of passenger complaints	4.64	.529	8

	Managing taking-off and landing document	4.47	.661	19
	Cabin service management	4.20	1.036	34
10. Serving in-flight drinks	Understanding in-flight drinks	4.00	1.108	46
	Serving in-flight drinks	4.33	.769	25
11. In-flight service	Confirming in-flight service document	4.40	.720	23
	Confirming in-flight passenger information	4.49	.661	16
12. Making announcements	Preparing announcements	4.58	.543	13
	Making announcements (normal situations)	4.47	.661	19
	Making announcements (abnormal situations)	4.69	.557	5
	Making announcements (emergency)	4.71	.506	3
13. Customer satisfaction service	Developing service mind	4.18	1.370	38
	Image making	3.98	1.406	47
	Management of passenger complaints	4.67	.603	7

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