

Thesis Title Cabin Attendants' Information Needs and Uses in Thai Airways International Ltd.  
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### Abstract

This research aims to study the information needs and uses of cabin attendants in Thai Airways International Ltd., in the field of subject area, language, format of the information including with the use of information sources. The hypothesis of this study is : information needs and uses are different according to users' position and their objectives.

Questionnaires were used as the research tool to the 285 cabin attendants of Thai Airways International Ltd. (Air Hostesses and Air Stewards, Air Purser, Instructors and Inflight Managers). 178 questionnaires or 62.46 per cent of the questionnaires returned. The obtained data were analyzed according to the hypothesis through the percentage distribution, arithmetic mean and standard deviation.

The results are as follow :

First, information about the fundamental and progressive knowledge of inflight service together with the positions and the objectives of information used, it is found that the cabin attendants require the fundamental knowledge in 4 fields : inflight service procedures/practice and inflight service psychology, food and beverage knowledge, human relation and manner etiquette, and emergency training. For the progressive knowledge, all positions require 1 field : leadership; matter of judgement; psychological and situational teaching techniques to solve problems. Furthermore high

position of the cabin attendants require in more fields than that of lower one as they will use that information to satisfy the success of their works and accumulating their knowledges. For the Instructors, they use information for their works on board, accumulating their knowledges and for instructing.

Apart from knowledge of inflight service, the cabin attendants also require other subjects. For Air Hostesses&Air Stewards, Air Purser and Instructors need linguistics and general geography/ travel and history. However, requirement in these fields are less than knowledge of inflight service. It is notice that the Inflight Managers need social science in addition to linguistics, general geography/travel and history since it is useful for enlarging their knowledges.

As for language together with positions, the cabin attendants require and use English and Thai language more than others, especially English language that all position required and used at the high level whereas Thai language is fairly required and used by Air Hostesses&Air Stewards and Air Purser. For the Instructors, they require and use Thai language at the same level of English language. But the Inflight Managers require and use more Thai language.

About the format of information together with the positions, the format of information were classified into printing, non printing and verbal communication. For printing information, Air Hostesses& Air Stewards and Air Purser require and use manuals, textbooks and journals in the middle level. But for Instructors, they require and use textbooks, manuals and dictionaries in the high level. Meanwhile the Inflight Managers require and use only manuals in the high level. For non-printing information, Air Hostesses& Air Stewards, Air Purser and Inflight managers require and use films; video-tapes, and slides in the middle level. The Instructors require and use slides,

film; video-tape at the high level. For verbal communication Air Hostesses&Air Stewards, Air Purser and Inflight Managers require and use conferences; seminars and specialists in the middle level while the Instructors require and use in the high level. And all cabin attendants require and use information from their colleagues in the middle level.

For the information sources together with the positions, Air Hostesses&Air Stewards and the Inflight Managers use information from their colleagues and specialists as the first information source whereas the Air Purser use mass media and the Instructors use information from Cabin Attendants Training Division source.

At last, the Cabin Attendants are asked about the use and service of Cabin Attendants Training Division source. The findings revealed that the Air Purser and Inflight Managers use this source seldom. However, Air Hostesses&Air Stewards use it during their leisure and promotion test. The Instructors use only when they have leisure and for preparing their teaching materials. In sum, all cabin attendants use information from the Cabin Attendants Training Division source for their works and accumulating their knowledges.

For the quantity of publications of the Cabin Attendants Training Division source, Air Hostesses&Air Stewards, Air Purser and Instructors also suggest that the number of publications is not enough. Furthermore, Air Hostesses&Air Stewards, Air Purser and Instructors also suggest that the office of the information service is inappropriate which is contradict to the Inflight Managers' views.

For their views towards the Cabin Attendants Training Division source, the cabin attendants suggest that this source should be organized as a library by separating the room, having full-time librarian, increasing numbers of publications and publicize the information about the library to the cabin attendants.

As for the recommendations : Cabin Attendants Training

Division should have the library located in the area where all cabin attendants are convenient to use its service. Additional publications relating to inflight services and other requested subjects should be provided by considering both type of language and the format of information.