

UDC 378.4:811:656.7.025

ANALISIS OF FLIGHT ATTENDANTS' ROLE DURING FLIGHT

Victoriia Avramenko, Yevheniia Bielousova

National Aviation University, Kyiv

Scientific adviser –Liudmyla Nemlii,

PhD, associated professor

Key words: *flight attendants, role, service, comfort, safety, duties.*

Introduction

Flight attendants, also known as cabin crew, are an essential part of the airline industry. They play a significant role in ensuring the safety and comfort of passengers during a flight. These experts execute a good variety of functions, from customer service to dealing with emergencies, and require a unique set of skills to do their duties efficiently. People often confuse cabin crew with waiters, and such a mindset prevents them from fully appreciating the impact of flight attendants on the flight itself and the passenger's well-being during it.

Material and methods

This research was being held at the National Aviation University in Ukraine during the 2023 academic year. In this study, we aim to emphasise the diversity of flight attendants' responsibilities by defining a separate role for each of those.

Results:

Prior to defining the roles of a flight attendant during carrying out of their duties, it is worth recalling their main responsibilities:

- Participating in pre-flight briefings where the cabin conditions and flight details are being discussed;
- Performing pre-flight checks of emergency equipment;
- Safety instructions demonstrating;
- Ensuring that the cabin is secured before the take-off;
- Selling duty-free items and serving beverages, meals and snacks, if available;
- Taking care of passengers, particularly those with special needs;
- Keeping peace in the cabin;
- Providing emergency medical care, if needed;
- Guiding passengers (for evacuation of the aircraft in case of emergency) [1].

According to the above-mentioned duties, we can define following roles flight attendants play during the flight: a lifesaver, a receptionist, a waiter(ress), an accountant, a diplomats, a nanny, a psychologist, a brand ambassadors and a friend.

Lifesaver: They are often described as "lifesavers" because of their ability to handle emergencies and keep passengers calm. Flight attendants are trained in CPR, first aid, and other emergency procedures that can help save lives. There are even some cabin crew members who can help deliver a baby at 40,000 feet with the help of a doctor on board most of the time. They know what to do when you are dizzy or not feeling well [2]. They are also responsible for ensuring that all safety equipment on the plane is in working order and ready for use, including oxygen masks, life vests, and emergency exits.

Receptionist: Other cabin crew's important roles are to keep passengers feeling welcomed and informed. They will welcome you on board, escort you to your seat, help you settle in and make sure your flight is comfortable and enjoyable. They are also always ready to answer any of your questions.

Waiter(ress): Flight attendants will properly serve your meals and drinks. They make rounds, especially after meal service, on long-haul flights to ensure that everything is okay.

Accountant: Flight attendants often deal with money managing while providing beverages and snacks and duty-free services. They are capable of counting currency exchange rate to trade items. Besides that, this job requires accounting skills because after the flight they need to report sales and remaining goods.

Diplomats: Flight attendants may have certain diplomatic skills that help them interact with passengers (of different cultures, habits, and lifestyles) and negotiate conflicts on board.

Nanny: Not only children but also adult passengers need constant assistance. Flight attendants are trained to provide excellent customer service, and they can help any category of passenger (including people with disabilities, young children and the elderly).

Psychologist: Flight attendants can be an important psychological support for passengers on board of an aircraft, especially in the case of long flights or unexpected situations such as turbulence, delays, etc. Flight attendants can address passengers with words of support, listen to their memories, share their own experiences, or give advice on how to relieve stress during the flight. Crew members can also cope with passengers experiencing air rage, by staying beside an waiting for them to calm down.

Brand ambassadors: Cabin crew uniforms are the face of an airline. Behaviour in uniform can influence a passenger's opinion about the company, so that is why crew members must provide the highest level of service by behaving in a polite and friendly manner [3].

Friend: Flight attendants often start a friendly conversation with passengers, answer questions and help meet any needs or issues they may have during the flight. They can also provide recommendations on things to do or places to visit at the destination. Despite the fact that there is no necessity in being friends with passengers, they form positive and respectful relationships with them.

Conclusions

The job of a flight attendant is multifaceted, which means that one person has to combine many qualities and play a variety of roles to ensure the safety and comfort of passengers during the flight. It is important to recognise and appreciate the hard work and dedication of flight attendants, who often have to deal with long working hours, demanding passengers and challenging situations. Their ability to solve problems professionally is a reflection of their experience and training. The results of this study can help people to fully understand the complexity of this job.

References:

1. Flight Attendant. Truity. URL: <https://www.truity.com/career-profile/flight-attendant#:~:text=A%20flight%20attendant's%20most%20important,flight%20deck,%20and%20directing%20evacuations.> (date of access: 15.03.2023).
2. Ten Flight Attendant Roles You Should Be Aware Of. MOND ORTIZ. URL: <https://mondortiz.com/ten-flight-attendant-roles-you-should-be-aware-of/> (date of access: 15.03.2023).
3. Güngör H., Önler B. Attitudes and Behaviors of Uniformed Flight Attendants: A Scale Development Study. Journal of Theoretical & Empirical Research on Management. 2022. Vol. 2. P. 35. URL: <https://joter.net/2/JOTERM0201027038.pdf> (date of access: 15.03.2023).